

**Modern Campus USA Inc. (formerly, OmniUpdate, Inc.)**  
**Project Name: Internet and Intranet Websites**

**Contract No. 16-CC-053**

**AMENDMENT NO. 6**

**WHEREAS, Suffolk County Community College ("College") and OmniUpdate, Inc. ("Contractor" or "OmniUpdate")** entered into an Agreement ("Agreement") on February 10, 2015 wherein Contractor agreed to support the development of a new College Internet website for public use and an Intranet system for use by internal audiences; and

**WHEREAS, on February 22, 2021, the parties executed Amendment No. 5 to the Agreement, extending the term thereof to January 31, 2024, and**

**WHEREAS, on or about February 17, 2021, OmniUpdate filed a Certificate of Amendment of Articles of Incorporation with the Secretary of State of the State of California for the purpose of changing its corporate name to Modern Campus USA Inc. ("Modern Campus"), and**

**WHEREAS, the College and Modern Campus desire to amend the Agreement in order to reflect the College's consent to assign said Agreement from OmniUpdate to Modern Campus.**


**NOW, THEREFORE, it is mutually understood and agreed by and between the parties hereto as follows:**

- 1) The Agreement shall be assigned from OmniUpdate, Inc. to Modern Campus USA Inc., effective November 1, 2021, and
- 2) The Agreement shall be amended to reflect the name of the Contractor as "Modern Campus USA Inc."
- 3) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

**IN WITNESS WHEREOF, the parties have executed this Amendment as of the latest date written below.**

**Modern Campus USA Inc.**  
Fed. Tax ID# 95-3767184  
Tel.: 800.362.2605, ext.208

**Suffolk County Community College**

By:   
Peter DeVries  
President and COO

By:   
Edward T. Bonahue, Ph.D.  
President

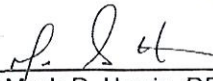
Date: 11/30/2021

Date: 12/2/21

**Approved as to Legality:**  
**Suffolk County Community College**

**Approved:**  
**Suffolk County Community College**

By:   
Alicia S. O'Connor  
College Deputy General Counsel

By:   
Mark D. Harris, DBA  
Vice President for Business and  
Financial Affairs

Date: 12/1/2021

Date: 12.01.2021

**AMENDMENT NO. 5**

**WHEREAS**, Suffolk County Community College ("College") and OmniUpdate, Inc. ("Contractor") entered into an Agreement ("Agreement") on February 10, 2015 wherein Contractor agreed to support the development of a new College internet website for public use and an intranet system for use by internal audiences; and

**WHEREAS**, the parties hereto have executed Amendments No. 1, No. 2, No. 3 and No. 4, extending the term of the Agreement, and

**WHEREAS**, the parties desire to further extend the term of the Agreement through January 31, 2024 and to amend certain terms and conditions thereof.


**NOW, THEREFORE**, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The Agreement shall be extended for three (3) years beginning **February 1, 2021 through January 31, 2024**; and
- 2) The cost of this Agreement, as reflected in Exhibit E, Attachment 2-a, of the Agreement, shall be revised as reflected in Attachment 2-b, attached herein, effective February 1, 2021.
- 3) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have executed this Amendment as of the latest date written below.

**OmniUpdate, Inc.**  
Fed. Tax ID# 95-3767184  
Tel.: 800.362.2605, ext.208

**Suffolk County Community College**

By:   
\_\_\_\_\_  
Peter DeVries  
President and COO

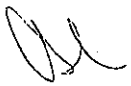
By:   
\_\_\_\_\_  
Louis J. Petrizzo  
Interim President

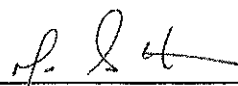
Date: 02.18.2021

Date: 02/22/2021

**Approved as to Legality:**  
**Suffolk County Community College**

**Approved:**  
**Suffolk County Community College**

By:   
\_\_\_\_\_  
Ashley C. Pope  
College Deputy General Counsel

By:   
\_\_\_\_\_  
Mark D. Harris, DBA  
Vice President for Business and  
Financial Affairs

Date: February 18, 2021

Date: 02.18.2021

Attachment 2-b

## Investment

Annual Costs	Total
OU Campus - SaaS (SUNY T1) - Tier 1: 1-50 authorized users	\$11,576.00
Support - Basic - Up to 2 designated contacts with unlimited tickets	\$6,000.00
<b>Subtotal</b>	<b>\$17,576.00</b>

Total Investment Summary	
<b>Year 1</b>	<b>\$17,576.00</b>
<b>Year 2</b>	<b>\$18,154.80</b>
<b>Year 3</b>	<b>\$18,762.54</b>

\* For details on Services, please see Product & Service Descriptions below.  
Total prices reflect annual License increase of 5.0%.

Attachment 2-b

## Product and Service Descriptions

Product and Services descriptions as of the date of this Order are located at the following URLs:

OmniUpdate Service Level Agreement (SLA):

- <https://omniupdate.com/contracts/sla/SaaS.pdf>

**Attachment 2-b**

**The Basic Customer Success Package includes the following:**

**OU Campus Platform Support**

CMS platform assistance related to the OU Campus application and modules, including education on using the platform and implementation-specific questions.\* This includes software updates and upgrades to the OU Campus platform. Submit unlimited tickets to our award-winning support team via phone, email, or web form, Monday – Friday, 6:00AM – 6:00PM PT (excluding major holidays).

*\*E.g., How do I add a user to a group? How do I run a report? How do I see who made changes to a page? How do I create a snippet? How do I archive my RSS data from last year? How do I see my form submission data?*

**2 Designated Support Users**

Designated Support Users are users who are trained by OmniUpdate and are able to contact Support to request CMS administrative changes on behalf of your institution.

**Access to Online Support Site, Video Library, and Learning Management System (LMS)**

Extensive online informational resources, including archived monthly training sessions, reference guides, video tutorials, step-by-step instructions, and access to the OU Campus LMS where you can take refresher courses and learn new skills through self-paced online training.

**Membership in the OmniUpdate Community Network (OCN)**

Engage with your peers and OmniUpdate employees in our online community. Submit ideas, collaborate with expert users, share best practices, and learn new skills.

**AMENDMENT NO. 4**

**WHEREAS**, Suffolk County Community College ("College") and **OmniUpdate, Inc.** ("Contractor") entered into an Agreement ("Agreement") on February 10, 2015 wherein Contractor agreed to support the development of a new College internet website for public use and an intranet system for use by internal audiences; and

**WHEREAS**, the parties hereto have executed Amendments No. 1, No. 2 and No. 3, extending the term of the Agreement, and

**WHEREAS**, the College desires to further extend the Agreement for an additional one (1) year upon the same terms, conditions and cost as the original Agreement.

**NOW, THEREFORE**, it is mutually understood and agreed by and between the parties hereto as follows:

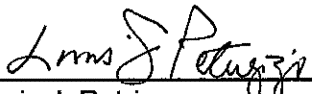
- 1) The Agreement shall be extended for one (1) year beginning **February 1, 2019 through January 31, 2020**; and
- 2) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have executed this Amendment as of the latest date written below.

**OmniUpdate, Inc.**  
Fed. Tax ID # 95-3767184  
Tel.: 800.362.2605, ext.208

**Suffolk County Community College**

By:   
Lance Merker  
President and CEO

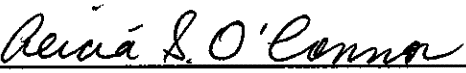
By:   
Louis J. Petruzzo  
College General Counsel/Executive V.P.

Date: 2/13/19

Date: 02/21/19

**Approved as to Legality:**  
**Suffolk County Community College**

**Approved:**  
**Suffolk County Community College**

By:   
Alicia S. O'Connor  
College Deputy General Counsel

By:   
Gail Vizzini  
Vice President for Business and  
Financial Affairs

Date: 2/19/19

Date: FEB 20 2019

### AMENDMENT NO. 3

**WHEREAS**, Suffolk County Community College ("College") and **OmniUpdate, Inc.** ("Contractor") entered into an Agreement ("Agreement") on February 10, 2015 wherein Contractor agreed to support the development of a new College internet website for public use and an intranet system for use by internal audiences; and

**WHEREAS**, the parties hereto have executed Amendments No. 1 and No. 2, extending the term of the Agreement, and

**WHEREAS**, certain revisions to the Agreement are now required to reflect the parties' mutual consent to new conditions and costs associated therewith.

**NOW, THEREFORE**, it is mutually understood and agreed by and between the parties hereto as follows:

- 1) The Agreement shall be extended for one (1) year beginning **February 1, 2018 through January 31, 2019**;
- 2) The cost of this Agreement, as reflected in Exhibit E, Attachment 2, of the Agreement, shall be revised as reflected in Attachment 2-a, attached herein, effective February 1, 2018.
- 3) The certificate of liability insurance to be provided to the College, as required by paragraph 4 of the Agreement, shall make reference to the above-indicated Contract No. and Project Name; and
- 4) **College's Non-Discrimination Notice**

Suffolk County Community College does not discriminate on the basis of race, color, religion, creed, sex, age, marital status, gender identity or expression, sexual orientation, familial status, pregnancy, predisposing genetic characteristics, equal pay compensation-sex, national origin, military or veteran status, domestic violence victim status, criminal conviction or disability in its admissions, programs and activities, or employment. This applies to all employees, students, applicants or other members of the College community (including, but not limited to, vendors and visitors). Grievance procedures are available to interested persons by contacting either of the Civil Rights Compliance Officers/Coordinators listed below and are located at [www.sunysuffolk.edu/nondiscrimination](http://www.sunysuffolk.edu/nondiscrimination). Retaliation against a person who files a complaint, serves as a witness, or assists or participates in the investigation of a complaint in any manner is strictly prohibited.

The following persons have been designated to handle inquiries regarding the College's non-discrimination policies:

**Civil Rights Compliance Officers:**

Christina Vargas  
Chief Diversity Officer/Title IX Coordinator  
Ammerman Campus, NFL Bldg., Suite 230  
533 College Road, Selden, New York 11784  
vargasc@sunysuffolk.edu  
(631) 451-4950

or

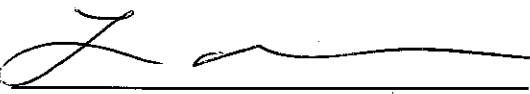
Dionne Walker-Belgrave  
Affirmative Action Officer/Deputy Title IX Coordinator  
Ammerman Campus, NFL Bldg., Suite 230  
533 College Road, Selden, New York 11784  
walkerd@sunysuffolk.edu  
(631) 451-4051; and

- 5) All other terms and conditions of the original Agreement and Amendments thereto, not inconsistent herewith, shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have executed this Amendment as of the latest date written below.


**OmniUpdate, Inc.**

Fed. Tax ID # 95-3767184  
Tel.: 800.362.2605, ext.208

By:   
Lance Merker  
President and CEO

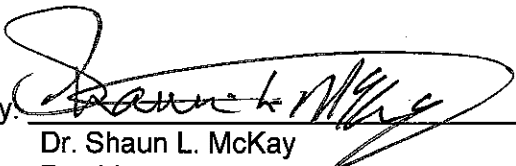
Date: 2/5/18

**Approved as to Legality:**  
**Suffolk County Community College**

By:   
Louis J. Petruzzo  
College General Counsel/Executive V.P.

Date: 02/12/18

**Suffolk County Community College**

By:   
Dr. Shaun L. McKay  
President

Date: 2/13/18

**Approved:**  
**Suffolk County Community College**

By:   
Gail Vizzini  
Vice President for Business and  
Financial Affairs

Date: 2/12/18



**ATTACHMENT 2-a**

**Investment**

SaaS Solution	Total
<b>Annual License &amp; Support Fees</b>	
OU Campus - SaaS (SUNY T1) - Tier 1: 1-50 authorized users	\$10,000.00
Support - Basic - Up to 2 designated contacts with unlimited tickets	\$6,000.00
<b>Subtotal</b>	<b>\$16,000.00</b>
<b>SaaS Solution Summary</b>	
Year 1	\$16,000.00

Total Investment Summary	
Year 1	\$16,000.00
Year 2	\$16,500.00
Year 3	\$17,025.00

\* For details on Services, please see Product & Service Descriptions below.  
 Total prices reflect annual License increase of 5.0%.

**Product and Service Descriptions**

Product and Services descriptions as of the date of this Order are located at the following URLs:

OmniUpdate Service Level Agreement (SLA):

- [omniupdate.com/contracts/sla/oct17/SLA\\_SaaS\\_v.17.10.30.pdf](http://omniupdate.com/contracts/sla/oct17/SLA_SaaS_v.17.10.30.pdf)

OmniUpdate Customer Success Package:

- [omniupdate.com/contracts/SAAS-CustomerSuccessPackages\\_BASIC.pdf](http://omniupdate.com/contracts/SAAS-CustomerSuccessPackages_BASIC.pdf)



**AMENDMENT NO. 2**

**WHEREAS**, Suffolk County Community College ("College") and **OmniUpdate, Inc.** ("Contractor") entered into an Agreement on February 10, 2015 wherein Contractor agreed to support the development of a new College internet website for public use and an intranet system for use by internal audiences ("Services"); and

**WHEREAS**, on February 9, 2016, the parties executed Amendment No. 1 to the Agreement which extended the term thereof for one (1) year to January 31, 2017, and

**WHEREAS**, the College desires to extend the Agreement for an additional one (1) year upon the same terms, conditions and cost as the original Agreement.

**NOW, THEREFORE**, it is mutually understood and agreed by and between the parties hereto as follows:

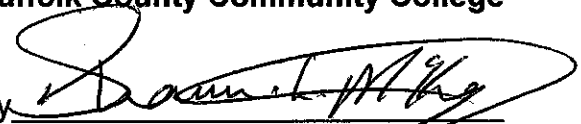
- 1) The Agreement shall be extended for one (1) year beginning **February 1, 2017 through January 31, 2018**;
- 2) All other terms and conditions of the original Agreement not inconsistent herewith shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have executed this Amendment as of the latest date written below.

**OmniUpdate, Inc.**

**Suffolk County Community College**

By:   
Lance Merker  
President and CEO  
Fed. Tax ID # 95-3767184

By:   
Dr. Shaun L. McKay  
President

Date: \_\_\_\_\_

Date: 1/25/17

**Approved as to Legality:  
Suffolk County Community College**

**Approved:  
Suffolk County Community College**

By:   
Louis J. Petrizzo  
College General Counsel

By:   
Gail Vizzini  
Vice President for Business and  
Financial Affairs

Date: 01/24/17

Date: JAN 25 2017

**AMENDMENT NO. 1**

**WHEREAS**, Suffolk County Community College ("College") and **OmniUpdate, Inc.** ("Contractor") entered into an Agreement on February 10, 2015 wherein Contractor agreed to support the development of a new College internet website for public use and an intranet system for use by internal audiences ("Services"); and

**WHEREAS**, the College desires to extend the Agreement for one (1) year upon the same terms, conditions and cost as the original Agreement.


**NOW, THEREFORE**, it is mutually understood and agreed by and between the parties hereto as follows:

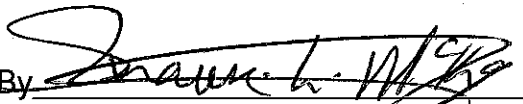
- 1) The Agreement shall be extended for one (1) year beginning February 1, 2016 through January 31, 2017;
- 2) All other terms and conditions of the original Agreement not inconsistent herewith shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have executed this Amendment as of the latest date written below.

**OmniUpdate, Inc.**

**Suffolk County Community College**

By:   
Lance Merker  
President and CEO  
Fed. Tax ID # 95-3767184

By:   
Dr. Shaun L. McKay  
President

Date: \_\_\_\_\_

Date: 2/9/16

**Approved as to Legality:  
Suffolk County Community College**

**Approved:  
Suffolk County Community College**

By:   
Louis J. Petrizzo  
College General Counsel

By:   
Gail Vizzini  
Vice President for Business and  
Financial Affairs

Date: 02/05/16

Date: FEB 03 2016

**Agreement**

**This Agreement (Agreement)** is between **Suffolk County Community College (College)**, having its principal office at 533 College Road, Selden, New York 11784-2899, a chartered community college (pursuant to New York State Education Law) under the sponsorship of the **County of Suffolk (County)**, a municipal corporation of the State of New York, and

**OmniUpdate, Inc. (Contractor)**, a California corporation having its principal place of business at 1320 Flynn Road, Suite 100, Camarillo, California 93012.

The parties hereto desire Contractor to support the development of a new College internet website for public use and an intranet system for use by internal audiences (**Services**).

**Term of Agreement:** February 1, 2015 through January 31, 2016, with renewable one-year terms, upon the mutual written consent of both parties.

**Total Cost of Agreement:** Shall not exceed the amounts as set forth in Exhibit E, attached hereto.

**Terms and Conditions:** Shall be as set forth in Exhibits A through G, attached hereto and made a part hereof.

**In Witness Whereof**, the parties hereto have executed this Agreement as of the latest date written below.

**OmniUpdate, Inc.**

**Suffolk County Community College**

By: [Signature]  
Lance Merker  
President and CEO  
Fed. Tax ID # 95-3767184

By: [Signature]  
Dr. Shaun L. McKay  
President

Date: 1/29/15

Date: 2/10/15

**Approved as to Legality:**  
**Suffolk County Community College**

**Approved:**  
**Suffolk County Community College**

By: [Signature]  
Louis J. Petrizzo  
College General Counsel

By: [Signature]  
Gail Vizzini  
Vice President for Business and  
Financial Affairs

Date: 02/06/15

Date: FEB 03 2015

## List of Exhibits

### Exhibit A General Terms and Conditions

1. Contractor Responsibilities
2. Term and Termination
3. Indemnification
4. Insurance
5. Independent Contractor
6. Severability
7. Merger; No Oral Changes
8. Set-Off Rights
9. Non-discrimination in Services
10. Nonsectarian Declaration
11. Governing Law
12. No Implied Waiver
13. Conflicts of Interest
14. Cooperation on Claims
15. Confidentiality
16. Assignment and Subcontracting
17. No Intended Third Party Beneficiaries
18. Certification as to Relationships
19. Publications and Publicity
20. Copyrights and Patents

### Exhibit B Suffolk County Legislative Requirements

1. Contractor's/Vendor's Public Disclosure Statement
2. Living Wage Law
3. Use of County Resources to Interfere with Collective Bargaining Activities  
Local Law No. 26-2003
4. Lawful Hiring of Employees Law
5. Gratuities
6. Prohibition Against Contracting with Corporations that Reincorporate  
Overseas
7. Child Sexual Abuse Reporting Policy
8. Non Responsible Bidder
9. Use of Funds in Prosecution of Civil Actions Prohibited
10. Suffolk County Local Laws Website Address

**Exhibit C**  
**Notices and Contact Persons**

1. Notices Relating to Payments, Reports, or Other Submissions
2. Notices Relating to Insurance
3. Notices Relating to Termination and/or Litigation

**Exhibit D**  
**Description of Services**

**Exhibit E**  
**Payment Terms and Conditions**

1. General Payment Terms
2. Agreement Subject to Appropriation of Funds
3. Limit of College's Obligations
4. Specific Payment Terms and Conditions

**Exhibit F**  
**College's Request for Proposals, with Addenda**

**Exhibit G**  
**Proposal Submitted by OmniUpdate**  
**(Appendix E Omitted)**

## **Exhibit A**

### **General Terms and Conditions**

**Whereas**, the College issued a Request for Proposals (RFP) (See, Exhibit F), which was advertised on October 30, 2014; and

**Whereas**, the Contractor submitted a proposal in response to such RFP on November 14, 2014; and

**Whereas**, the College has selected the Contractor to provide the services as set forth herein; and

**Now, therefore**, in consideration of the mutual provisions and covenants hereafter set forth, the parties hereto agree as follows:

#### **1. Contractor Responsibilities**

##### **a. Services**

Contractor shall provide the Services described in Exhibit D, entitled "Description of Services."

##### **b. Qualifications and Licenses**

To the extent applicable, Contractor specifically represents and warrants that it has and shall possess, and that, to the extent applicable, its employees, agents and subcontractors have and shall possess, the required education, knowledge, experience and character necessary to qualify them individually for the particular duties they perform and that Contractor has and shall have, and, to the extent applicable, its employees, agents and subcontractors have and shall have, all required authorizations, certificates, certifications, registrations, licenses, permits or other approvals required by the State, County or other authorities for the Services provided.

#### **2. Term and Termination**

##### **a. Term**

This Agreement shall cover the period set forth on page one of this Agreement, unless sooner terminated as provided below. Upon receipt of a Termination Notice, as that term is defined below, Contractor shall promptly discontinue all Services affected, unless otherwise directed by the Termination Notice.

**b. Termination for Cause**

- i. A failure to maintain the amount and types of insurance required by this Agreement may result in immediate termination of this Agreement, in the sole discretion of the College.
- ii. Failure to comply with federal, state or local laws, rules, regulations, or College or County policies or directives may result in immediate termination of this Agreement, in the sole discretion of the College.
- iii. If Contractor becomes bankrupt or insolvent or falsifies its records or reports, or misuses its funds from whatever source, the College may terminate this Agreement in whole or in part, effective immediately, or, at its option, effective at a later date specified in the notice of such termination to Contractor.
- iv. In the event of a failure on the part of Contractor to observe any of the other terms and conditions of this Agreement, this Agreement may be terminated in

whole or in part in writing by the College provided that no such termination shall be effective unless Contractor is given five (5) calendar days' (or longer, at the College's option) written notice of intent to terminate (Notice of Intent to Terminate), delivered in accordance with the Exhibit entitled "Notices and Contact Persons." During such five (5) day period, (or longer, at the College's option) Contractor will be given an opportunity for consultation with the College and an opportunity to cure all failures of its obligations prior to termination by the College. In the event that Contractor has not cured all its failures to fulfill its obligations to the satisfaction of the College by the end of the (5) day period (or longer, at the College's option), the College may issue a written termination notice (Termination Notice), effective immediately.

**d. Termination for Emergencies**

An emergency or other condition involving possible loss of life, threat to health and safety, destruction of property or other condition deemed to be dangerous, in the sole discretion of the College, may result in immediate termination of this Agreement, in whole or in part.

**e. Termination for Convenience**

The College shall have the right to terminate this Agreement at any time and for any reason deemed to be in its best interest, provided that no such termination shall be effective unless Contractor is given thirty (30) calendar days' prior written notice (Termination Notice). In such event of termination, the College shall pay Contractor for the services rendered through the date of termination.



**f. Payments upon Termination**

- i.** Upon receiving a Termination Notice, Contractor shall promptly discontinue all services affected unless otherwise directed by the Termination Notice.
- ii.** The College shall be released from any and all responsibilities and obligations arising from the services provided in accordance with this Agreement, effective as of the date of termination, but the College shall be responsible for payment of all claims for services provided and costs incurred by Contractor prior to termination of this Agreement, that are pursuant to, and after Contractor's compliance with, the terms and conditions of this Agreement.
- iii.** Upon termination, Contractor agrees to promptly reimburse to the College the balance of any funds advanced to Contractor by the College. Upon termination, any funds paid to Contractor by the College which were used by Contractor in a manner that failed to comply with the terms and conditions of this Agreement must be promptly reimbursed. If there is no response or if satisfactory repayments are not made, the College may recoup such payments from any amounts due or becoming due to Contractor from the College under this Agreement or otherwise. The provisions of this subparagraph shall survive the expiration or termination of the Agreement.

**3. Indemnification**

**a. General**

Contractor agrees that it shall protect, indemnify and hold harmless the College and/or County and their officers, officials, employees, contractors, agents and other persons from and against all liabilities, fines, penalties, actions, damages, claims, demands, judgments, losses, costs, expenses, suits or actions and reasonable attorneys' fees, arising out of the acts or omissions or the negligence of Contractor in connection with the services described or referred to in this Agreement. Contractor shall defend the College and /or County and their officers, officials, employees, contractors, agents and other persons in any suit, including appeals, or at the College and /or County's option, pay reasonable attorney's fees for defense of any such suit arising out of the acts or omissions or negligence of Contractor, its officers, officials, employees, subcontractors or agents, if any, in connection with the services described or referred to in this Agreement.

**b. Federal Copyright Act**

Contractor hereby represents and warrants that it will not infringe upon any copyrighted work or material in accordance with the Federal Copyright Act during the performance of this Contract. Furthermore, Contractor agrees that it shall protect, indemnify and hold harmless the College and/or County and their officers, officials, employees, contractors, agents and other persons from and against all liabilities, fines, penalties, actions, damages, claims, demands, judgments, losses, costs, expenses, suits or actions and reasonable attorney's fees, arising out of the acts or omissions or the negligence of Contractor in connection with the services described or referred to in this Agreement. Contractor shall defend the College and/or County and their officers, officials, employees, contractors, agents and other persons in any suit, including appeals, or, at the College and/or County's option, pay reasonable attorney's fees for defense of any such suit arising out of the acts or omissions or negligence of Contractor, its officers, officials, employees, subcontractors, lessees, licensees, invitees or agents, if any, in connection with the services described or referred to in this Agreement.

**4. Insurance**

- a. Contractor agrees to procure, pay the entire premium for and maintain throughout the term of this Agreement, insurance in amounts and types specified by the College and as may be mandated and increased from time to time. Contractor agrees to require that all of its subcontractors, in connection with work performed for Contractor related to this Agreement, procure, pay the entire premium for and maintain throughout the term of this Agreement insurance in amounts and types equal to that specified by the College for Contractor. Unless otherwise specified by the College and agreed to by Contractor, in writing, such insurance shall be as follows:
  - i. **Commercial General Liability** insurance, including contractual liability coverage, in an amount not less than Two Million Dollars (\$2,000,000.00) per occurrence for bodily injury and Two Million Dollars (\$2,000,000.00) per occurrence for property damage.
  - ii. **Automobile Liability** insurance (if any vehicles are used by Contractor in the performance of this Agreement) in an amount not less than Five Hundred Thousand Dollars (\$500,000.00) per person, per accident, for bodily injury and not less than One Hundred Thousand Dollars (\$100,000.00) for property damage per occurrence.
  - iii. **Worker's Compensation and Employer's Liability** insurance in compliance with all applicable New York State laws and regulations and **Disability Benefits** insurance, if required by law. Contractor shall furnish to the College, prior to its execution of this Agreement, the documentation required by the State of New York Workers'

Compensation Board of coverage or exemption from coverage pursuant to §§57 and 220 of the Workers' Compensation Law. In accordance with General Municipal Law §108, this Agreement shall be void and of no effect unless Contractor shall provide and maintain coverage during the term of this Agreement for the benefit of such employees as are required to be covered by the provisions of the Workers' Compensation Law.

- iv. **Professional Liability** insurance in an amount not less than Two Million Dollars (\$2,000,000.00) on either a per occurrence or claims made coverage basis.
- b. All policies providing such coverage shall be issued by insurance companies with an A.M. Best rating of A- or better.
- c. Contractor shall furnish to the College Declaration Pages for each such policy of insurance and upon request, a true and certified original copy of each such policy, evidencing compliance with the aforesaid insurance requirements. In the case of commercial general liability insurance, the College and the County of Suffolk shall be named as additional insureds and Contractor shall furnish a Declaration Page and endorsement page evidencing the College and the County's status as additional insureds on the policy.
- d. Any such Declaration Page, certificate of insurance, policy, endorsement page or other evidence of insurance supplied to the College shall provide for the College and the County of Suffolk to be notified in writing thirty (30) days prior to any cancellation, nonrenewal or material change in the policies. Such Declaration Page, certificate of insurance, policy, endorsement page, other evidence of insurance and any notice of nonrenewal or material change shall be mailed to the College and the County at the addresses set forth in this Agreement in the exhibit entitled "Notices and Contact Persons" or at such other address of which the College and/or the County shall have given Contractor notice in writing.
- e. In the event Contractor shall fail to provide the Declaration Page, certificate of insurance, policy, endorsement page or other evidence of insurance, or fails to maintain any insurance required by this Agreement, the College and/or the County may, but shall not be required to, obtain such policies and deduct the cost thereof from payments due Contractor under this Agreement or any other agreement between the College and/or the County and Contractor.

## 5. Independent Contractor

It is expressly agreed that Contractor's status hereunder is that of an independent contractor. Neither Contractor, nor any person hired by Contractor shall be considered employees of the College and/or the County for any purpose.

**6. Severability**

It is expressly agreed that if any term or provision of this Agreement, or the application thereof to any person or circumstance, shall be held invalid or unenforceable to any extent, the remainder of this Agreement, or the application of such term or provision to persons or circumstances other than those as to which it is held invalid or unenforceable, shall not be affected thereby, and every other term and provision of this Agreement shall be valid and shall be enforced to the fullest extent permitted by law.

**7. Merger; No Oral Changes**

It is expressly agreed that this Agreement represents the entire agreement of the parties and that all previous understandings are merged in this Agreement. No modification of this Agreement shall be valid unless written in the form of an Amendment and executed by both parties.

**8. Set-Off Rights**

The College shall have all of its common law, equitable, and statutory rights of set-off. These rights shall include, but not be limited to, the College's option to withhold, for the purposes of set-off, any moneys due to Contractor under this contract up to any amounts due and owing to the College with regard to this contract and/or any other contract with the College, including

any contract for a term commencing prior to the term of this contract, plus any amounts due and owing to the College for any other reason including, without limitation, tax delinquencies, fee delinquencies or monetary penalties relative thereto. The College shall exercise its set-off rights in accordance with normal College practices including, in cases of set-off pursuant to an audit, the finalization of such audit by the College, its representatives, and only after legal consultation with the College General Counsel.

**9. Non-discrimination in Services**

During the performance of this Agreement:

- a. Contractor shall not, on the grounds of race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status:
  - i. deny any individual any services or other benefits provided pursuant to this Agreement; or
  - ii. provide any services or other benefits to an individual that are different, or are provided in a different manner, from those provided to others pursuant to this Agreement; or
  - iii. subject an individual to segregation or separate treatment in any matter related to the individual's receipt of any service(s) or other benefits provided pursuant to this Agreement; or

- iv. restrict an individual in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any services or other benefits provided pursuant to this Agreement; or
  - v. treat an individual differently from others in determining whether or not the individual satisfies any eligibility or other requirements or condition which individuals must meet in order to receive any aid, care, service(s) or other benefits provided pursuant to this Agreement.
- b. Contractor shall not utilize criteria or methods of administration which have the effect of subjecting individuals to discrimination because of their race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status, or have the effect of defeating or substantially impairing accomplishment of the objectives of this Agreement in respect to individuals of a particular race, creed, color, national origin, sex, age, disability, sexual orientation, military status or marital status, in determining:
- i. the types of service(s) or other benefits to be provided, or
  - ii. the class of individuals to whom, or the situations in which, such service(s) or other benefits will be provided; or
  - iii. the class of individuals to be afforded an opportunity to receive services.

#### **10. Nonsectarian Declaration**

Contractor agrees that all services performed under this Agreement are secular in nature, that no funds received pursuant to this Agreement will be used for sectarian purposes or to further the advancement of any religion, and that no services performed under this program will discriminate on the basis of religious belief.

#### **11. Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of the State of New York, without regard to conflict of laws. Venues shall be designated in Suffolk County, New York or the United States District Court for the Eastern District of New York.

#### **12. No Implied Waiver**

No waiver shall be inferred from any failure or forbearance of the College to enforce any provision of this Agreement in any particular instance or instances, but the same shall otherwise remain in full force and effect notwithstanding any such failure or forbearance.

**13. Conflicts of Interest**

- a. Contractor agrees that it will not during the term of this Agreement engage in any activity that is contrary to and/or in conflict with the goals and purposes of the College and/or the County.
- b. Contractor is charged with the duty to disclose to the College and/or the County the existence of any such adverse interests, whether existing or potential. This duty shall continue so long as Contractor is retained on behalf of the College. The determination as to whether or when a conflict exists or may potentially exist shall ultimately be made by the College General Counsel and the County Attorney after full disclosure is obtained.

**14. Cooperation on Claims**

Each of the parties hereto agrees to render diligently to the other party, without additional compensation, any and all cooperation, that may be required to defend the other party, its employees and designated representatives against any claim, demand or action that may be brought against the other party, its employees or designated representatives in connection with this Agreement.

**15. Confidentiality**

Any records, reports or other documents of the College and/or the County used by Contractor pursuant to this Agreement or any documents created as a part of this Agreement shall remain the property of the College and/or the County and shall be kept confidential in accordance with applicable laws, rules and regulations.

**16. Assignment and Subcontracting**

- a. Contractor shall not assign, transfer, convey, sublet, or otherwise dispose of this Agreement, or any of its right, title or interest therein, or its power to execute the Agreement, or assign all or any portion of the monies that may be due or become due hereunder, to any other person or corporation, without the prior consent in writing of the College, and any attempt to do any of the foregoing without such consent shall be of no effect.
- b. Contractor shall not enter into subcontracts for any of the work contemplated under this Agreement without obtaining prior written approval of the College. Such subcontracts shall be subject to all of the provisions of this Agreement and to such other conditions and provisions as the College may deem necessary, provided, however, that notwithstanding the foregoing, unless otherwise provided in this Agreement, such prior written approval shall not be required for the purchase of articles, supplies, equipment and services which are incidental to, but necessary for, the performance of the work required under this Agreement. No approval by the College of any subcontract shall provide for the incurrence of any obligation by the College in addition to

the total agreed upon price. Contractor shall be responsible for the performance of any subcontractor for the delivery of service.

**17. No Intended Third Party Beneficiaries**

This Agreement is entered into solely for the benefit of College, County and Contractor. No third party shall be deemed a beneficiary of this Agreement, and no third party shall have the right to make any claim or assert any right under this Agreement.

**18. Certification as to Relationships**

The parties to this Agreement hereby certify that, other than the funds provided in this Agreement and other valid Agreements with the College and/or the County, there is no known relationship within the third degree of consanguinity, life partner, or business, commercial, economic, or financial relationship between the parties, the signatories to this Agreement, and any partners, members, directors, or shareholders of five percent (5%) (or more) of any party to this Agreement.

**19. Publications and Publicity**

- a. Contractor shall not issue or publish any book, article, report or other publication related to the Services provided pursuant to this Agreement without first obtaining written prior approval from the College. Any such printed matter or other publication shall contain the following statement in clear and legible print:

"This publication is fully or partially funded by Suffolk County Community College and the County of Suffolk."

- b. The College shall have the right of prior approval of press releases and any other information provided to the media, in any form, concerning the Services provided pursuant to this Agreement.

**20. Copyrights and Patents**

**a. Copyrights**

If the work of Contractor under this Agreement should result in the production of original books, manuals, films or other materials for which a copyright may be granted, Contractor may secure copyright protection. However, the College reserves, and Contractor hereby gives to the College, and to any other municipality or government agency or body designated by the College, a royalty-free, nonexclusive license to produce, reproduce, publish, translate or otherwise use any such materials.

**b. Patents**

If Contractor under this Agreement makes any discovery or invention in the course of or as a result of work performed under this Agreement, Contractor may apply for and secure for itself patent protection. However, the College reserves, and Contractor hereby gives to the College, and to any other municipality or government agency or body designated by the College, a royalty-free, nonexclusive license to produce or otherwise use any item so discovered or patented.

**End of Text for Exhibit A**



**Exhibit B**

**Suffolk County Legislative Requirements**

**1. Contractor's/Vendor's Public Disclosure Statement**

Contractor represents and warrants that it has filed with the Comptroller of Suffolk County the verified public disclosure statement required by Suffolk County Administrative Code Article V, Section A5-7 and shall file an update of such statement with the Comptroller on or before the 31st day of January in each year of this Agreement's duration. Contractor acknowledges that such filing is a material, contractual and statutory duty and that the failure to file such statement shall constitute a material breach of this Agreement, for which the College shall be entitled, upon a determination that such breach has occurred, to damages, in addition to all other legal remedies, of fifteen percent (15%) of the amount of the Agreement.

Required Form: Suffolk County Form SCEX 22; entitled  
"Contractor's/Vendor's Public Disclosure Statement"

**2. Living Wage Law**

This Agreement is subject to the Living Wage Law of the County of Suffolk. The law requires that, unless specific exemptions apply, all employers (as defined) under service contracts and recipients of County financial assistance (as defined) shall provide payment of a minimum wage to employees as set forth in the Living Wage Law. Such rate shall be adjusted annually pursuant to the terms of the Suffolk County Living Wage Law of the County of Suffolk. Under the provisions of the Living Wage Law, the County shall have the authority, under appropriate circumstances, to terminate this Agreement and to seek other remedies as set forth therein, for violations of this Law.

Contractor represents and warrants that it has read and shall comply with the requirements of Suffolk County Code Chapter 347, Suffolk County Local Law No. 12-2001, the Living Wage Law.

Required Form: Suffolk County Living Wage Form LW-1; entitled "Suffolk County Department of Labor – Living Wage Unit Notice of Application for County Compensation (Contract)"

Suffolk County Living Wage Form LW-38; entitled "Suffolk County Department of Labor – Living Wage Unit Living Wage Certification/Declaration – Subject To Audit"

**3. Use of County Resources to Interfere with Collective Bargaining Activities  
Local Law No. 26-2003**

Contractor represents and warrants that it has read and is familiar with the requirements of Chapter 466, Article 1 of the Suffolk County Local Laws, "Use of County Resources to Interfere with Collective Bargaining Activities." County Contractors (as defined) shall comply with all requirements of Local Law No. 26-2003 including the following prohibitions:

- a. Contractor shall not use County funds to assist, promote, or deter union organizing.
- b. No County funds shall be used to reimburse Contractor for any costs incurred to assist, promote, or deter union organizing.
- c. The County of Suffolk shall not use County funds to assist, promote, or deter union organizing.
- d. No employer shall use County property to hold a meeting with employees or supervisors if the purpose of such meeting is to assist, promote, or deter union organizing.

If Contractor services are performed on County property, Contractor must adopt a reasonable access agreement, a neutrality agreement, fair communication agreement, nonintimidation agreement and a majority authorization card agreement.

If Contractor services are for the provision of human services and such services are not to be performed on County property, Contractor must adopt, at the least, a neutrality agreement.

Under the provisions of Local Law No. 26-2003, the County shall have the authority, under appropriate circumstances, to terminate this Agreement and to seek other remedies as set forth therein, for violations of this Law.

**Required Form:** Suffolk County Labor Law Form DOL-LO1; entitled "Suffolk County Department of Labor – Labor Mediation Unit Union Organizing Certification/Declaration – Subject to Audit"

**4. Lawful Hiring of Employees Law**

This Agreement is subject to the Lawful Hiring of Employees Law of the County of Suffolk (Local Law 52-2006). It provides that all covered employers, (as defined), and the owners thereof, as the case may be, that are recipients of compensation from the County through any grant, loan, subsidy, funding, appropriation, payment, tax incentive, contract, subcontract, license agreement, lease or other financial compensation agreement issued by the County or an awarding agency, where such compensation is one hundred percent (100%) funded by the County, shall submit a completed sworn affidavit (under penalty of

perjury), the form of which is attached, certifying that they have complied, in good faith, with the requirements of Title 8 of the United States Code Section 1324a with respect to the hiring of covered employees (as defined) and with respect to the alien and nationality status of the owners thereof. The affidavit shall be executed by an authorized representative of the covered employer or owner, as the case may be; shall be part of any executed contract, subcontract, license agreement, lease or other financial compensation agreement with the County; and shall be made available to the public upon request.

All contractors and subcontractors (as defined) of covered employers, and the owners thereof, as the case may be, that are assigned to perform work in connection with a County contract, subcontract, license agreement, lease or other financial compensation agreement issued by the County or awarding agency, where such compensation is one hundred percent (100%) funded by the County, shall submit to the covered employer a completed sworn affidavit (under penalty of perjury), the form of which is attached, certifying that they have complied, in good faith, with the requirements of Title 8 of the United States Code Section 1324a with respect to the hiring of covered employees and with respect to the alien and nationality status of the owners thereof, as the case may be. The affidavit shall be executed by an authorized representative of the contractor, subcontractor, or owner, as the case may be; shall be part of any executed contract, subcontract, license agreement, lease or other financial compensation agreement between the covered employer and the County; and shall be made available to the public upon request.

An updated affidavit shall be submitted by each such employer, owner, contractor and subcontractor no later than January 1 of each year for the duration of any contract and upon the renewal or amendment of the contract, and whenever a new contractor or subcontractor is hired under the terms of the contract.

Contractor acknowledges that such filings are a material, contractual and statutory duty and that the failure to file any such statement shall constitute a material breach of this agreement.

Under the provisions of the Lawful Hiring of Employees Law, the County shall have the authority to terminate this Agreement for violations of this Law and to seek other remedies available under the law.

This Agreement is subject to the Lawful Hiring of Employees Law of the County of Suffolk, Suffolk County Code Chapter 234, as more fully set forth in the Exhibit collectively referred to as the "Suffolk County Legislative Requirements." In accordance with this law, Contractor or employer, as the case may be, and any subcontractor or owner, as the case may be, agree to maintain the documentation mandated to be kept by this law on site at all times. Contractor or employer, as the case may be, and any subcontractor or owner, as the case may be, further agree that employee sign-in sheets and register/log books shall be kept on site at all times during working hours and all covered employees, as

defined in the law, shall be required to sign such sign in sheets/register/log books to indicate their presence on the site during such working hours.

Contractor represents and warrants that it has read, is in compliance with, and shall comply with the requirements of Suffolk County Code Chapter 234, Suffolk County Local Law No. 52-2006, the Lawful Hiring of Employees Law.

**Required Forms:** Suffolk County Lawful Hiring of Employees Law Form LHE-1; entitled "Suffolk County Department of Labor --"Notice Of Application To Certify Compliance With Federal Law (8 U.S.C. SECTION 1324a) With Respect To Lawful Hiring of Employees"

"Affidavit Of Compliance With The Requirements Of 8 U.S.C. Section 1324a With Respect To Lawful Hiring Of Employees" Form LHE-2.

#### **5. Gratuities**

Contractor represents and warrants that it has not offered or given any gratuity to any official, employee or agent of Suffolk County or New York State or of any political party, with the purpose or intent of securing an agreement or securing favorable treatment with respect to the awarding or amending of an agreement or the making of any determinations with respect to the performance of an agreement, and that the signer of this Agreement has read and is familiar with the provisions of Local Law No. 32-1980 of Suffolk County (Chapter 386 of the Suffolk County Code).

#### **6. Prohibition Against Contracting with Corporations that Reincorporate Overseas**

Contractor represents that it is in compliance with Suffolk County Administrative Code Article IV, §§A4-13 and A4-14, found in Suffolk County Local Law No. 20-2004, entitled "A Local Law To Amend Local Law No. 5-1993, To Prohibit The County of Suffolk From Contracting With Corporations That Reincorporate Overseas." Such law provides that no contract for consulting services or goods and services shall be awarded by the County to a business previously incorporated within the U.S.A. that has reincorporated outside the U.S.A.

#### **7. Child Sexual Abuse Reporting Policy**

Contractor agrees to comply with Chapter 577, Article IV, of the Suffolk County Code, entitled "Child Sexual Abuse Reporting Policy," as now in effect or amended hereafter or of any other Suffolk County Local Law that may become applicable during the term of this Agreement with regard to child sexual abuse reporting policy.

**8. Non Responsible Bidder**

Contractor represents and warrants that it has read and is familiar with the provisions of Suffolk County Code Chapter 143, Article II, §§143-5 through 143-9. Upon signing this Agreement, Contractor certifies that he, she, it, or they have not been convicted of a criminal offense within the last ten (10) years. The term "conviction" shall mean a finding of guilty after a trial or a plea of guilty to an offense covered under the provision of Section 143-5 of the Suffolk County Code under "Nonresponsible Bidder."

**9. Use of Funds in Prosecution of Civil Actions Prohibited**

Pursuant to the Suffolk County Code Section §590-3, Contractor represents that it shall not use any of the moneys received under this Agreement, either directly or indirectly, in connection with the prosecution of any civil action against the County of Suffolk or any of its programs, funded by the County, in part or in whole, in any jurisdiction or any judicial or administrative forum.

**10. Suffolk County Local Laws**

Suffolk County Local Laws, Rules and Regulations can be found on the Suffolk County web site at <http://suffolkcountyny.gov/> .

**End of Text for Exhibit B**

**Exhibit C**

**Notices and Contact Persons**

**1. Notices Relating to Payments, Reports, or Other Submissions**

Any communication, notice, claim for payment, report, or other submission necessary or required to be made by the parties regarding this Agreement shall be in writing and shall be given to the College or Contractor or their designated representative at the following addresses or at such other address that may be specified in writing by the parties and must be delivered as follows:

**For the College**

Gail Vizzini  
Vice President for Business and Financial Affairs  
Suffolk County Community College  
533 College Road, NFL 232  
Selden, NY 11784-2899

**For Contractor**

At the address set forth on page one of this Agreement, attention of the person who executed this Agreement or such other designee as the parties may agree in writing.

**2. Notices Relating to Insurance**

Any notice relating to insurance necessary or required to be made by the parties regarding this Agreement shall be in writing and shall be given to the College or Contractor or their designated representative at the following addresses or at such other address that may be specified in writing by the parties and must be delivered as follows:

**For the College**

Louis J. Petrizzo  
College General Counsel  
Office of Legal Affairs  
Suffolk County Community College  
533 College Road, NFL230  
Selden, NY 11784-2899

**For Contractor**

At the Address set forth on page one of this Agreement, attention of the person who executed this Agreement or such other designee as the parties may agree in writing.

**3. Notices Relating to Termination and/or Litigation**

In the event Contractor receives a notice or claim or becomes a party (plaintiff, petitioner, defendant, respondent, third party complainant, third party defendant) to a lawsuit or any legal proceeding related to this Agreement, Contractor shall immediately deliver to the College General Counsel and the County Attorney, at the addresses set forth below, copies of all papers filed by or against Contractor.

Any communication or notice regarding termination shall be in writing and shall be given to the College or Contractor or their designated representative at the following addresses or at such other addresses that may be specified in writing by the parties and must be delivered as follows:

**For the College and the County:**

Louis J. Petrizzo  
College General Counsel  
Office of Legal Affairs  
Suffolk County Community College  
533 College Road, NFL 230  
Selden, NY 11784-2899

and

Suffolk County Attorney  
Suffolk County Department of Law  
H. Lee Dennison Building  
100 Veterans Memorial Highway  
Hauppauge, New York 11788

**For Contractor:**

At the address set forth on page one of this Agreement, attention to the person who executed this Agreement or such other designee as the parties may agree in writing.

Notices for all parties (except those related to termination or litigation) should be delivered by first class and certified mail, return receipt requested, in a postpaid envelope or by courier service, or by fax or by email.

Notices related to termination or litigation should be delivered by first class and certified mail, return receipt requested, in a postpaid envelope or by nationally recognized courier service or personally and by first class mail.

Notices shall be deemed to have been duly delivered: (i) if mailed, upon the seventh business day after the mailing thereof; or (ii) if by nationally recognized overnight-courier service, upon the first business day subsequent to the transmittal thereof; or (iii) if personally, pursuant to New York Civil Practice Law and Rules Section 311; or (iv) if by fax or email, upon the transmittal thereof.

"Business Day" shall be defined as any day except a Saturday, a Sunday, or any day in which commercial banks are required or authorized to close in Suffolk County, New York.

Each party shall give prompt written notice to the other party of the appointment of successor(s) to the designated contact person(s) or his or her designated successor(s).

**End of Text for Exhibit C**



**Exhibit D**

**Description of Services**

[See ATTACHMENT 1]

## c. Section III Responses

### 2. Technical Proposal Requirements:

#### The proposed system must:

- **Provide the College with a easily-learned developer's toolset, to create templates and plugins to deliver a design that takes advantage of the ongoing advances in web content presentation (Ex. Html 5, Ajax, JQuery, Responsive Design...) and integrate content sharing and social publishing strategies (ex. Blogs; RSS; integration with Facebook, Twitter, and YouTube ... )**

OU Campus offers your developers a comprehensive set of REST-based APIs, allowing for deep integration and customization. In fact, every backend function in OU Campus is accessible via API. Developers can communicate directly with the CMS to add extended functionality and custom user interfaces. The entire OU Campus front end user interface is itself just a client to our own APIs.

The OU Campus Gadgets API also provides a way for users to easily create and share custom modules and widgets to enhance the OU Campus experience in new and unique ways.

OU Campus supports unlimited templates and provides tremendous flexibility in the creation of new web pages, folders, or entire sites based on a variety of templates, or from scratch using the WYSIWYG Editor. During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus.

OU Campus supports responsive web design for your site, allowing for alternate display formats that include web browsers, mobile devices, and tablets. OU Campus allows web designers to use HTML and CSS (including the latest HTML5 and CSS3) in the template design to ensure a consistent "look and feel" throughout a site. By using XML/XSL and CSS, OU Campus offers web designers and system administrators the ability to control style and apply custom CSS elements to global templates, local templates, and specific page regions within any page design without modifying any page content. Responsive design can be achieved in OU Campus templates using CSS3 Media Queries, JavaScript, or any combination of the two.

OU Campus provides several social media options for departments to use, including:

#### **OU Social™**

OU Social is a Facebook app that provides a powerful yet simple solution to increase the presence of the institution on Facebook. By linking a Facebook Page to OU Campus, users can select which

OU Campus-managed webpage will be synchronized with the Facebook Page. This provides the ability to update social media and web pages simultaneously by editing one file.

#### Send to Facebook

The Send to Facebook feature allows authorized users to automatically send wall posts to Facebook Pages. This feature enables users to create wall posts from OU Campus in conjunction with the creation or update of content, which can occur on an immediate or scheduled basis. In addition, users can link to multiple Facebook Pages and publish to only the desired pages.

#### Send to Twitter

Send to Twitter allows users to send a tweet to a linked Twitter account. In addition to the desired content, this message can contain a link to the page, and admins can set up a default tweet, which will auto-populate for the end user. Users can link to multiple Twitter accounts and publish to only the desired accounts.

Additionally, OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.

In addition, **OU Mashup** allows you to easily display content from your choice of social media networks, including Facebook, Twitter, Instagram, YouTube, Flickr, and more, all on one page. It can be modified to display posts from usernames, pages, or specific hashtags by simply updating content settings in OU Campus.

OU Campus offers an optional service called **OU Blogs** for the buildout and implementation of blog templates according to university specifications. Users can create and manage blogs directly within OU Campus, taking advantage of essential workflow features such as approvals and publish now.

OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.

- **Provide the means of accessing and presenting content from external data sources including Oracle and SQL Server databases.**

OU Campus interoperates perfectly with dynamic content that may be required to be stored in existing database systems. Server-side executed SQL calls to Oracle, MySQL, and other databases are allowed on any web page asset.

In addition, the source code asset feature allows developers to create queries to external databases and other web services in order to provide a dynamic experience for web visitors. Content editors with no programming knowledge can then insert these assets into pages through the WYSIWYG Editor.

- **Provide the ability for the College's Institutional Advancement to own and maintain the website to increase content marketing activities and require a minimum reliance on the College's IT department to operate and maintain the system.**

OU Campus is designed to make it easy for technical and non-technical users alike to quickly edit and publish pages to the live website without the need for a programming background, allowing non-technical users to own and maintain their sites without any assistance from IT. The intuitive, graphical interface makes it easy for non-technical users to insert multimedia, forms, as well as

interactive server-side scripts. OU Campus has proven itself to be the most successful CMS on the market through its overwhelming buy-in by more than 45,000 users.

In addition, OU Campus offers a simple to use, role-based workflow/approval system designed to fit the needs of your institution. Eleven standard user levels are provided. Each user can be assigned a unique set of editing functions, either by deleting default functions or by adding others. Multiple roles are supported and access is customizable to and beyond the document/page level to an individual edit block. Content is automatically checked out to users as they edit content, and automatically checked in when content is approved. Content is published to your website only after content has been approved. Workflow can include a chain of approvers and may be overridden by administrators, or even redirected, based on the content itself.

- **Provide an easy-to-use editing interface to allow the College's many content contributors to provide and maintain information within their functional areas, without interacting with the page design and styling.**

OU Campus makes it easy for non-technical users to quickly edit and publish pages to the live website without the need for a programming background. The WYSIWYG Editor in OU Campus mimics the same functionality found in word processors for a simple, user-friendly editing experience.

OU Campus provides designers with a robust template structure using XML/XSL ensuring content presentation uniformity and standards-perfect pages every time. Administrators have granular control over functions that effect content presentation, effectively preventing inadvertent or intentional style deviations by any content editors.

OU Campus has 11 user levels that allow administrators granular control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers) and can even be customized on a per-user basis, allowing administrators to choose the appropriate role for each user.

Additionally, the WYSIWYG toolbar contains a customizable styles drop-down that enables users to apply approved CSS styles to their content. Administrators of OU Campus can remove other HTML formatting tools (e.g., font family, font color) from the WYSIWYG toolbar to ensure users only apply the CSS elements that are appropriate for the page design or template used.

Administrators can also configure the forms-based MultiEdit templates to be extremely restrictive for certain users while giving other users more freedom, based on their group and/or user roles. MultiEdit can be set up to show only the forms-based editor rather than an editable region with the WYSIWYG Toolbar. It can also be configured so that both editors are available.

- **Implement appropriate roles and permissions such that content providers have the ability to provide content in specific areas on pages under their jurisdiction, and have this content reviewed and approved before publication. The following are the roles envisioned within the system:**

- **CMS Administrators – Design site, create and modify templates, control content, manage other system users and roles.**
- **CMS Content Editors – Can manage and publish specific areas of content. Traditionally, editors review posts by contributors and schedule them to go live**
- **CMS Author – Can publish their own content specific to their area.**
- **CMS Contributor – Can create content but cannot publish it. They need to submit for review to Editors.**

OU Campus has 11 user levels that allow administrators fine control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers), making it easy for administrators to choose the appropriate role for each user. View-only access is also available for non-editors. A view-only role where a user can be designated to review and approve a page but not edit it.

In addition to user roles, OU Campus offers a powerful groups-based access system to allow the right people to edit the right content on the right pages. YOU Can create an unlimited number of groups and users can belong to as many groups as necessary.

Partial-page editing and selective content editing offer a fine-grain level of access to specific parts of content and pages. Users can belong to multiple groups for maximum flexibility.

OU Campus offers a completely customizable workflow process that does not require any scripting. Multi-level approvals/rejections, email notifications, and page scheduling are all provided. Administrators can enable automated and preconfigured, customized, or on-the-fly workflow. Each user has their own personal dashboard to manage pages that are checked out and monitor projects within each workflow. The workflow messaging process can also integrate with your own email system.

An administrator can set up a workflow for a user by selecting a different user as their approver. The approver will be sent any notifications for pages in the workflow. Notified users typically have higher privileges in the workflow process such as editing, reviewing, publishing, and approving files. In addition, a user's normal approver can be overridden on a page-by-page basis. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.

- **Web Site Subscriber – The website user... has the ability to subscribe to a site and view/contribute specific content if desired.**

The delivery of personalized content based on user role (faculty, staff, student, applicant, athlete, etc.) or authenticated user characteristics can be implemented via custom server-side code incorporated into the web templates and published by OU Campus, allowing subscribing web visitors to be recognized and appropriate content made available to them based on your institution's marketing strategies and assumed visitor preferences.

In addition, the comments feature in OU Campus integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the

institutional website. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.

**The proposed solution must include:**

- **The ability to migrate existing content to the new platform and be live by 4/1/2015.**

OmniUpdate provides migration services to rapidly deploy websites within its OU Campus product. Utilizing our team's expertise with a variety of tools and techniques, OmniUpdate will successfully migrate the Suffolk County Community College sites as we have previously done for many of our clients. The migration services being offered will be customized based on a your new web design, structure of content, and the technical specifications of the new design.

OmniUpdate prides itself in keeping your projects on time and on budget. We understand your time is valuable, so we assign a Project Manager to your project who initiates the kick-off meeting and works with you to develop a workable timeline that takes all factors into account. Status reports will be delivered respectively by either your Project Manager or Implementation Manager, and may be presented via email, web and audio conferencing, or through OmniUpdate's online Project Tracking System. We are committed to keeping you informed during every step of the process.

While we will provide the steps necessary to migrate your content, set up OU Campus, and create your templates, the ability of your institution's team to provide files and information to our Implementation team is crucial to keeping this schedule intact. This schedule may be altered if delays occur. Nevertheless, we have had many projects end early when files are delivered in a timely manner, and we have every intention of making sure your project will be completed on time, if not earlier.

- **The ability to manage content going forward by following an editorial calendar and seamless workflow approval process, regardless of specific browser or OS.**

OU Campus offers a simple to use, role-based workflow/approval system designed to fit the needs of your institution regardless of specific browser or OS. OU Campus is a rich browser-based application and works in all modern browsers (Internet Explorer, Firefox, Safari, and Chrome) on all major platforms (Windows, Macintosh, and Linux).

Eleven standard user levels are provided. Each user can be assigned a unique set of editing functions, either by deleting default functions or by adding others. Multiple roles are supported and access is customizable to and beyond the document/page level to an individual edit block. Content is automatically checked out to users as they edit content, and automatically checked in when content is approved. Content is published to your website only after content has been approved. Workflow can include a chain of approvers and may be overridden by administrators, or even redirected, based on the content itself. Moreover, the workflow and approval process has an easy point-and-click setup with no programming required.

- **The ability of the system to provide a guaranteed up-time of 99.9% both for content development and audience access, and a load balanced architecture.**

OmniUpdate hardware infrastructure is capable of servicing more than three times the current load and capacity needs of all OU Campus customers. Multiple, load-balanced application servers, and

redundant database platforms are used to ensure 99.99% uptime for all OmniUpdate customers who opt for our cloud-hosted (SaaS) solution.

As a decoupled system, OU Campus works independent of your production web server, where your institution's website resides. This means that every time a page request occurs, your server carries the burden and OU Campus is uninvolved. While not related to OU Campus, load balancing your production web server may be desirable to improve visitor response times should a single web server load increase beyond its operational capacity.

Load balancing can be implemented with software or hardware by your IT department. Software options include (but are not limited to) Apache Web Server or ha-proxy; hardware options include F5, Barracuda, and more.

When multiple servers are handling page requests, web page content needs to be replicated to the other web servers quickly. File replication can be done two ways: distributed or highly-available network storage. For a distributed solution, replication can be done with solutions such as DFS for Windows, Rsync for Linux, or DRBD and a cluster file system. Potential highly-available network storage solutions include SAN or NAS.

- **The ability to authenticate user against the College's Active Directory preferably by federating through Microsoft's ADFS.**

OU Campus supports CAS and Shibboleth single sign-on. While ADFS is not currently supported, it is possible for OmniUpdate's development team to include this in a future release of OU Campus.

OU Campus also offers Microsoft Active Directory integration with its LDAP capability. OU Campus setup handles the specification for Active Directory. OU Campus APIs allow authorization configurations to be controlled externally.

- **The ability to support the traffic and bandwidth requirements as noted in appendix A.**

As a decoupled system, OU Campus manages your web content, but does not serve web pages to your web visitors. OU Campus can publish to websites that utilize load balancers, caching, and other methods that ensure website availability. Your institution can continue to use whichever methods it has found to be effective to support traffic and bandwidth requirements.

Capabilities and Requirements	Vendor Response 1-Out of the Box 2-Custom Implementation 3-Optional Add-on	Additional Vendor Details
<b>Content Creation and Editing</b>		
Does the CMS support content editing, including support for rich text with HTML and style (CSS) enforcement?	1	<p>OU Campus supports content editing, including support for rich text with HTML and style (CSS) enforcement.</p> <p>OU Campus provides designers with a robust template structure using XML/XSL ensuring content-presentation uniformity and standards-perfect pages every time. Administrators have granular control over functions that effect content presentation, effectively preventing inadvertent or intentional style deviations by any content editors.</p> <p>OU Campus empowers administrators to limit the selection of formatting styles through a granular permission system. They can also create custom toolbars that remove those functions that could potentially allow the selection of restricted formatting styles. Toolbars contain an optional CSS drop-down menu that enables users to apply administrator-approved CSS styles to selected areas of content. Additionally, there is a custom report that allows administrators to audit which toolbars are assigned to pages or users.</p>
Does the CMS support “in-context editing” with a WYSIWYG environment showing the edits in the context of how those edits will appear in the resulting Web page(s)?	1	<p>OU Campus provides an intuitive in-context “What-You-See-Is-What-You-Get” (WYSIWYG) Editor enabling staff at any level of technical knowledge to edit web pages. In-context means editors work with the entire page, even when they are only editing a small part of the page. This is a vast improvement over forms-based WYSIWYG editors.</p>
If a third party editor is used, what is the name and version of the editor. Are other editors available?	1	<p>The OU Campus WYSIWYG Editor is a customized version of TinyMCE version 3.5.11. The editor is fully integrated into OU Campus and is supported by OmniUpdate. Any resolving/troubleshooting of issues is the responsibility of OmniUpdate.</p> <p>This is the only third party editor currently available.</p>



<p>Does the CMS support structured content editing, which guides the content contributor through the process of creating content to ensure consistency?</p>	<p>1</p>	<p>Yes. The OU Campus MultiEdit feature allows for form-controlled editing for XML and other structured content for CMS users. Administrators can create forms-based templates that present users with an easy-to-follow guide for adding content to a structured layout. Templates can include both style-free form fields and WYSIWYG content editing areas.</p> <p>Administrators can configure the forms-based MultiEdit templates to be extremely restrictive for certain users while giving other users more freedom, based on their group and/or user roles. MultiEdit can be set up to show only the forms-based editor rather than an editable region with the WYSIWYG Toolbar. It can also be configured so that both editors are available.</p>
<p>Does the CMS allow editing from Microsoft Word? Does it support any "clean up" of characters and other formatting issues that often occur with content originating in Microsoft Word?</p>	<p>1</p>	<p>OU Campus includes "smart" paste from MS Word and other MS Office documents, which cleans MSO code as copy is pasted into the editor. This can be set by administrators for required usage.</p>

<p>Does the CMS provide the ability to create and maintain shared assets that are used throughout one or multiple websites?</p>	<p>1</p>	<p>Reusable content provides your team an easy way to update information across multiple web pages, sites, and even channels. With OU Campus, there are multiple ways to reuse content with assets, snippets, and more.</p>
		<p><b>Assets</b></p>
		<p>Administrators and select users can quickly create assets such as text, code, images, forms, polls, and more. To use an asset in a web page, users simply insert an asset within the WYSIWYG and Source Editors. When an asset is updated, all pages that contain the asset are updated, ensuring that your content is always up-to-date. In addition, assets are integrated into the OU Campus permission system, allowing administrators to manage assets through group-based permissions.</p>
		<p>There are 5 types of assets in OU Campus:</p>
		<ul style="list-style-type: none"> <li>• Web Content – Used for entering formatted text or media items (e.g., images, videos, links). Created and edited with the WYSIWYG Editor.</li> <li>• Plain Text – Used for entering plain text.</li> <li>• Source Code – Used for entering source code (e.g., HTML, JavaScript, PHP, ASP, ColdFusion).</li> <li>• Image Gallery – Part of Live Delivery Platform (LDP). Used for creating an image gallery.</li> <li>• Managed Form – Part of LDP. Used for creating a form, poll, or survey.</li> </ul>
		<p><b>Snippets</b></p>
		<p>Administrators and developers can provide preformatted HTML content (e.g., tables, forms, paragraphs of commonly used text, names) that can be easily placed into the WYSIWYG Editor via selection menus. Snippets can be designed to include directory variables that are resolved when a user inserts the snippet code in the page. Although snippets are centrally managed, once they are entered into a page, they become part of the page and will not be updated if the master snippet is modified.</p>

<p>Can individuals with CMS permission search to find existing reusable content?</p>	<p>1</p>	<p>Assets in OU Campus allow users to filter by type, such as web content, plain text, source code, image galleries, and managed forms; filter by site, allowing users to apply Assets across OU Campus managed sites; and filter by tag, allowing for collection, aggregation, and quick selection of desired Assets.</p> <p>For authors, the OU Campus Quick Search feature enables users to quickly find content without the need of complex search terms or queries. Quick Search is exceptionally fast and gives users the ability to search page content, filenames, and folder names. Its advanced features allow users to focus their search queries on page titles, metadata, and more. In addition, administrators can control which pages are indexed by Quick Search, allowing only the desired content to be searchable.</p>
<p>Does the CMS provide a means to browse reusable content available in the content repository?</p>	<p>1</p>	<p>Users with permissions can browse and select an asset from the Asset Browser and use it on any page in any site.</p> <p>Assets in OU Campus allow users to filter by type, such as web content, plain text, source code, image galleries, and managed forms; filter by site, allowing users to apply Assets across OU Campus managed sites; and filter by tag, allowing for collection, aggregation, and quick selection of desired Assets.</p>

<p>Does the CMS provide common "library services" including check in and out, revisions and versions?</p>	<p>1</p>	<p>OU Campus has a check-in/check-out process. Once a page is selected for editing, it is automatically checked out, thus preventing overwriting of work by another user. Once completed, the page is moved through the approval process (if specified) for review, approval, and publishing, or rejected and sent back to the editor for revision. Upon completion of a workflow process, pages are published and automatically checked in for future editing. Administrators can also view a list of all pages checked out and have the ability to override the checkout process as needed.</p> <p>Logs are created as each page is updated showing the date and user that saved or published the files. Additionally, the versioning system keeps track of every version of the page that was published and users can manually back up any file for version control.</p>
<p>Which of the following content types are supported out-of-the-box?</p> <ul style="list-style-type: none"> <li>Rich Text</li> <li>Plain text</li> <li>HTML</li> <li>Image</li> <li>File</li> <li>(PDF/Word/etc)</li> <li>Calendar Events</li> <li>Flash</li> <li>Video</li> <li>Structured Content</li> </ul>	<p>1</p>	<p>OU Campus supports all content types out of the box, including Rich Text, plain text, HTML, image files (.jpg, .png, .gif, .bmp, .tif), PDFs, Microsoft Office files (.doc and .docx, .ppt and .pptx, .xls and .xlsx, etc.), many common video and audio file types (.mp4, .mpeg, .m4v, .aif, .aiff, .flac, etc.), iframes, and YouTube and Vimeo embeds.</p> <p>The Binary Management feature in OU Campus allows binary files such as MSOffice and Adobe documents to be managed directly from the OU Campus staging server as read-only files, allowing users to take advantage of traditional file management and workflow tools such as versioning, approvals, and scheduled publish in order to manage multiple binary file formats.</p>
<p>Does the CMS provide the ability for the Administrator to add components such as forms, calendars, slide-shows etc. . . for rapid deployment?</p>	<p>1</p>	<p>The OU Campus Live Delivery Platform (LDP) provides a dynamic and extensible layer for creating forms and slide shows (image galleries).</p>
	<p>3</p>	<p>OU Calendar is an optional calendar module that can be customized to meet an institution's needs.</p>

<b>Meta Data Management</b>		
Does the CMS support editing of metadata by content contributors, including structured information such as publication and expiration dates, titles, and call-outs?	1	<p>There are three ways to collect and use metadata in OU Campus: Metadata can be built into the template and applied to all pages, users can select from a pre-defined list using checkboxes, or, users can type in their own custom metadata.</p> <p>Default metadata fields are built into the New Page Wizard that allows users to fill in the necessary information whenever they create a new page on OU Campus. Metadata entry can be enforced as part of the template and administrators can give content editors the ability to select from defined lists of metadata options or type in their own. After a page is created, metadata can be put into custom fields in the Page Properties area of each page. Page Properties provides access to edit metadata on each page.</p>
Does the CMS provide both open ended "tag lists" of pages, as well as a controlled hierarchy of "categories" for site visitors to select from?	1	Yes. OU Campus can provide open-ended "tag lists" of pages and a controlled hierarchy of categories for site visitors to select from.
Can these tags and categories lists be used across all site content, from blog posts, to landing pages and other pages to best promote click through from one page to the next?	1	Yes. Metadata such as tags and categories can be applied to any page managed in OU Campus, including blog posts, landing pages, and other pages.
Does the CMS allow for meta-data tagging using the schema.org taxonomy?	1	Yes, OU Campus allows for metadata tagging using the schema.org taxonomy. OU Campus supports current web standards and allows your web developers to use the latest web technologies such as HTML5, CSS3, and metadata tagging using the schema.org taxonomy.
<b>Blogging</b>		
Does the CMS provide a built-in, integrated blog?	3	The OU Blogs module in OU Campus provides a built-in, integrated blog solution. Users choose from a set of blog templates and create/update the post just as they would any other page in OU Campus.

<p>Does the CMS allow multiple blogs within one website?</p>	<p>1</p>	<p>OU Blogs allows for an unlimited number of blog instances within one site.</p>
<p>Does the CMS allow RSS feed generation for blogs?</p>	<p>1</p>	<p>OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.</p> <p>OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.</p> <p>RSS feeds can be easily combined into aggregate groups (syndication groups) in OU Campus for syndication on your website or news reader subscription. Individual feeds can be added to multiple feed groups.</p> <p>The use of traditional RSS feeds is extended with Media RSS, allowing users to attach and share audio, video, and image files. The interface makes it easy to enter media files, links, titles, descriptions, image thumbnails, and keywords. Entry of this information can also enhance the site search process.</p>
<p>Does the CMS allow for comments and comment moderation on any page?</p>	<p>1</p>	<p>The LDP Comments feature integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the institutional blog. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads by replying to other user comments, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.</p>

<p>Does the CMS allow blog content to be intermixed with other site content, pages and related link lists?</p>	<p>1</p>	<p>OU Campus allows blog content managed in OU Campus to be managed as an Asset and "mixed in" with other site content and pages if preferred.</p> <p>Alternately, OU Mashup is an optional service offered by OmniUpdate for the creation of a "mashup" style page. Content is pulled from your choice of sources, including social media sites, blogs, and other content managed in OU Campus.</p>
<p><b>Social Media</b></p>		
<p>Can the CMS display external social site content?</p>	<p>1</p>	<p>Yes. OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.</p>
<p>Does the CMS allow for external RSS feeds to be displayed inline?</p>	<p>1</p>	<p>Yes. OU Campus allows external RSS feeds to be displayed inline.</p>

<p>Does the CMS have social sharing widgets?</p>	<p>1</p>	<p>OU Campus provides tools for users with appropriate permissions to place assets on pages, giving web visitors multiple social sharing options for posted content, including email, Facebook, Twitter, Tumblr, Evernote, Reddit, and dozens more. Options can be added to pages by creating a Source Code Asset, building the feature into the template, or by adding the code to the page.</p> <p>OU Campus also provides several other social media options for departments to use, including:</p> <p><b>OU Social™</b></p> <p>OU Social is a Facebook app that provides a powerful yet simple solution to increase the presence of the institution on Facebook. By linking a Facebook Page to OU Campus, users can select which OU Campus -managed webpage will be synchronized with the Facebook Page. This provides the ability to update social media and web pages simultaneously by editing one file.</p> <p><b>Send to Facebook</b></p> <p>The Send to Facebook feature allows authorized users to automatically send wall posts to Facebook Pages. This feature enables users to create wall posts from OU Campus in conjunction with the creation or update of content, which can occur on an immediate or scheduled basis. In addition, users can link to multiple Facebook Pages and publish to only the desired pages.</p> <p><b>Send to Twitter</b></p> <p>Send to Twitter allows users to send a tweet to a linked Twitter account. In addition to the desired content, this message can contain a link to the page, and admins can set up a default tweet, which will auto-populate for the end user. Users can link to multiple Twitter accounts and publish to only the desired accounts.</p> <p>Additionally, OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.</p>
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<p>Does the CMS allow for comments to be used on any site page?</p>	<p>1</p>	<p>The LDP Comments feature integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the institutional blog. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads by replying to other user comments, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.</p>
<p>Does the CMS provide the ability to generate polls?</p>	<p>1</p>	<p>The OU Campus forms builder feature allows users to easily create and manage forms, surveys, and polls in OU Campus. Users will create Assets, which can then be inserted into the appropriate page(s). When creating a form asset, the user can select from various form input elements, including single line text, multi-line text, radio buttons, checkboxes, drop-downs, and multi-select. Administrators can configure the processing on a per-form basis to address multiple targets, including email, databases, spreadsheet, or any combination thereof. Submissions can be confirmed by email as well as anonymously submitted.</p> <p>Alternatively, if Suffolk County Community College wishes to use a third-party polling software, OU Campus integrates with best-of-breed third-party applications such that they can be managed within the normal OU Campus interface with the Add-Ons feature.</p>
<p><b>SEO</b></p>		
<p>Does the CMS ensure that Page Title, Page Summary and other critical SEO elements can be created even by casual content contributors?</p>	<p>1</p>	<p>OU Campus provides for easy definition of metadata when a page is created and after. Default metadata fields are built into the new page template wizard allowing users to fill in the necessary information. After a page is created, metadata can be put into custom fields in the page properties area of each page. The page properties provide access to edit metadata on each page.</p>

<p>Does the CMS identify pages that are missing critical SEO elements?</p>	<p>2</p>	<p>In OU Campus, critical SEO elements such as keywords can be programmed to be included in every template at creation. This saves time for your content editors and eliminates the need to review and edit any pages missing critical SEO elements.</p> <p>OU Campus also allows developers to link outside applications and best-of-breed third-party SEO ranking services such that they can be managed within the normal OU Campus interface using the Add-Ons feature.</p>
<p>Does the CMS provide marketers the ability to create and track URLs that are keyword, search and user friendly?</p>	<p>1</p>	<p>All URLs in OU Campus are folder- and filename-based and either relative to the root or fully-qualified, thus making your website SEO-friendly. OU Campus provides your institution with complete control over the filenames, allowing your site to have user and SEO-friendly URLs. Metadata can be enforced as part of the template and administrators can give content editors the ability to select from defined lists of metadata options or type in their own.</p> <p>Additionally, a sitemap can be generated and exported by administrators in OU Campus to facilitate indexing by Internet search engines such as Google, Yahoo, Bing, and more. The sitemap will generate an XML file, which can then be reused to create a site index, submitted to Google, or used in another fashion as determined by the site's designers and administrators.</p> <p>The Link Check feature in OU Campus validates all internal and external hyperlinks on a page to ensure that there are no bad links. Link Check creates a report for the user that lists both valid and broken links.</p> <p>Additionally, the site-wide Link Check feature allows administrators to run a report on all links. Administrators also have the option to follow link redirects and set timeout rules to ensure that links are in an optimal state.</p>

<p>Does the CMS provide marketers the ability to retain URLs when changes are made to avoid broken links from search engines?</p>	<p>1</p>	<p>When a page's content is updated in OU Campus, its URL is retained. URLs only change in OU Campus when a page's location within the structure of the site is changed (e.g., moving a page from one subdirectory to another) or when the page is renamed.</p> <p>When a page is moved or renamed, OU Campus does not automatically generate a redirect to the new page location. However, users may generate one on their own using the redirect tools provided in OU Campus in order to avoid broken links from search engines.</p>
<p>Does the CMS provide redirects for pages that are deleted?</p>	<p>1</p>	<p>When a page is moved or renamed, OU Campus does not automatically generate a redirect to the new page location. However, users may generate one on their own using the redirect tools provided in OU Campus in order to avoid broken links from search engines.</p>
<p><b>Analytics</b></p>		
<p>Does the CMS provide out of the box integration to Analytics platforms? Which?</p>	<p>1</p>	<p>Direct integration with Google Analytics is provided out of the box in OU Campus. The Site Analytics Gadget allows administrators to review site-wide Google analytics reports directly from their dashboard. In addition, content editors with appropriate permissions can review page-level analytics for targeted information when editing a page using the Page Analytics Gadget.</p> <p>OU Campus also allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p> <p><i>Please see Appendix F to view a screenshot of this functionality.</i></p>
<p>Does the CMS allow internal marketers to determine how content publishing activity impacts site traffic?</p>	<p>1</p>	<p>The Analytics Gadgets allow users to view page views and other activity within a customizable date range, allowing marketers to determine how content publishing activity impacts site traffic. Provided charts and graphs help marketers grasp analytics information with ease.</p>

<p>Does the CMS allow internal marketers to determine where on the site to publish new content?</p>	<p>1</p>	<p>Administrators can utilize analytics information from the Site Analytics Gadget on their dashboard to determine where on the site new content should be published based on most-viewed pages.</p> <p>OU Campus also allows you to link directly to Google Analytics from within the OU Campus interface using the Add-Ons feature in order to access additional analytics information.</p>
<p>Does the CMS allow internal marketers to determine how frequently to update or create new content based on site traffic goals?</p>	<p>1</p>	<p>Content owners can use the Page Analytics Gadget to track site traffic in order to determine how frequently to update or create new content based on whether traffic goals are being met or not.</p>
<p><b>Design and Templates</b></p>		
<p>Does the CMS provide a page building and layout environment where users can select or drag and drop from a palette of page elements to change page designs?</p>	<p>2</p>	<p>Creation of new pages in OU Campus is easily performed with a single click using the New Page Wizard. Users are presented with a selection of pre-determined templates (one column, two column, three column) that they may choose from based on their permissions level.</p> <p>Both global and site-specific templates are available. The New Page Wizard can be designed with specific roles to control style elements from site to site.</p> <p>Once a page is created, the Gadgets sidebar in OU Campus allows users to drag and drop images and Snippets (such as tables, forms, images with captions) onto a page. Additionally, gadgets could be developed by your institution in order to provide additional drag-and-drop elements to the page-building process. <i>Please see Appendix F to view a screenshot of this functionality.</i></p> <p>OU Campus provides specialized widgets, known as Gadgets, to enhance the usability of the authoring interface for non-technical users. Located on the right-hand side of pages, Gadgets make it easier than ever to take advantage of drag-and-drop functionality for page elements, such as snippets, tables, image galleries, and forms.</p>

<p>Does the CMS provide out-of-the-box responsive templates? Does the CMS support content designed in Bootstrap and/or Foundation?</p>	<p>2</p>	<p>If your institution is redesigning their site templates, OmniUpdate can work with any design firm of your institution's choosing to incorporate the new web design, including responsive design. OmniUpdate has worked with dozens of design companies over the years to implement hundreds of higher education websites, including websites with content designed in Bootstrap and Foundation. The OU Campus Interface itself is based on Bootstrap.</p> <p>Read how the University of Tennessee at Chattanooga got a responsive design refresh with OU Campus and Bootstrap:</p> <p><a href="http://omniupdate.com/resources/pdfs/case_studies/utc.pdf">omniupdate.com/resources/pdfs/case_studies/utc.pdf</a></p> <p>Responsive email/newsletter marketing templates are provided to customers who use our Email Campaign Manager tool.</p>
<p>Can mobile templates and themes be used to style the same content differently on mobile vs. main site?</p>	<p>1</p>	<p>Yes. OU Campus supports site development for a variety of device formats, including mobile and tablet. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile-specific versions (in addition to other channels such as social media). OU Campus allows web designers to use standard HTML and CSS (including the latest HTML5 and CSS3 technologies) in the template design to ensure a consistent "look and feel" throughout their sites.</p>
<p>Does the CMS provide the ability to create a design by modeling it on an existing site or design?</p>	<p>1</p>	<p>Yes. The Site Clone feature allows administrators to clone an already existing site in OU Campus to help in the creation of a new version. Alternate versions can be written in different languages if preferred.</p>

<p>Can designs from third party designers be imported?</p>	<p>1</p>	<p>Yes, designers can use third-party web design tools like Dreamweaver, Photoshop, and other applications to design templates for OU Campus. Output from Dreamweaver and other web design/development tools can be dropped directly into the OU Campus template repository.</p> <p>In addition, WebDAV integration gives developers the freedom to access, upload, and modify content on the CMS staging server using their favorite WebDAV compatible applications such as Adobe® Dreamweaver®, &lt;oxygen/&gt;® XML editor, Transmit, Coda 2, and Cyberduck, among others.</p>
<p>Can design changes be easily applied to existing pages?</p>	<p>1</p>	<p>Yes. The separation of content from design in OU Campus allows your organization to update the design and structure of pages throughout your entire website (or a portion thereof) by updating the appropriate XSL file and republishing all affected pages.</p> <p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. Your Implementation Manager will work closely with you during this process to ensure that your new templates address your individual needs. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p>

<p>What coding skills are required to change existing designs?</p>	<p>1</p>	<p>To manage and develop new template designs in OU Campus, the web developer should have the following training and/or skill sets:</p> <ul style="list-style-type: none"> <li>• Minimum skills for template development and site expansion: <ul style="list-style-type: none"> <li>◦ HTML/XHTML, CSS, and some understanding of JavaScript (a typical web developer knowledge base).</li> </ul> </li> <li>• Preferred skills for advanced site development and interactive services: <ul style="list-style-type: none"> <li>◦ XML, XSL, and any server-side languages (ASP, JSP, CFM, etc.) required by your institution's websites.</li> </ul> </li> </ul>
<p>Can designers preview what pages will look like on various mobile devices?</p>	<p>1</p>	<p>Yes. The Multi-Browser Preview feature allows content editors to preview exactly how a page will look in a multitude of different browser, operating system, and mobile device combinations, even before the page is ever published.</p>
<p><b>Navigation</b></p>		
<p>Does the system provide a WYSIWYG capability to maintain site navigation?</p>	<p>1</p>	<p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. A sitemap can also be generated. When a page is published, required navigation elements are added, updated, and published at the same time.</p>
<p>Does the system provide out-of-the-box breadcrumb capabilities to include in the site?</p>	<p>1</p>	<p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. A sitemap can also be generated. When a page is published, required navigation elements are added, updated, and published at the same time.</p>

<p>Does the system provide the ability to create lists of pages based on directory, tag or category that update automatically as new content is created?</p>	<p>1</p>	<p>OU Campus supports the ability to automatically generate and update a sitemap for each website. Users can select whether to include all pages, only the pages at a specified depth (e.g., two levels deep from the root of the site), or to completely manage the sitemap manually.</p>
<p>Does the system provide support for mega-menus?</p>	<p>1</p>	<p>Yes, OU Campus supports mega-menus.</p>
<p>Does the system provide support for "hamburger" navigation when viewed on a mobile device?</p>	<p>1</p>	<p>OU Campus provides web designers the ability to create UI elements for reuse across web properties by building the elements into the OU Campus template. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile-specific versions (in addition to other channels such as social media). OU Campus allows web designers to use standard HTML and CSS (including the latest HTML5 and CSS3 technologies) in the template design to ensure a consistent "look and feel" throughout their sites.</p> <p>OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML/CSS and XML/XSL. Additionally, we support all client-side technology such as JavaScript, jQuery, AJAX, Flash, etc.</p> <p>Alternately, UI elements can be created during the implementation process by our professional services team.</p>



<p>Does the system provide out-of-the-box core site navigation? Does it automatically maintain page locations in a sitemap as they are added to the system?</p>	<p>1</p>	<p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website.</p> <p>OU Campus supports the ability to automatically generate and update a sitemap for each website. Users can select whether to include all pages, only the pages at a specified depth (e.g., two levels deep from the root of the site), or to completely manage the sitemap manually.</p>
<p><b>Roles and Users</b></p>		
<p>How are users and user authentication managed? Can you reuse existing user logins and directory systems (LDAP, Active Directory)? Can authentication be federated against the College's directory services through Microsoft's ADFS?</p>	<p>1</p>	<p>Yes. OU Campus supports remote authentication via LDAP, Active Directory, CAS, and Shibboleth. The system's internal database can also be used for authentication.</p> <p>OU Campus offers Microsoft Active Directory integration with its LDAP capability. OU Campus setup handles the specification for Active Directory. OU Campus APIs allow authorization configurations to be controlled externally.</p> <p>While ADFS is not currently supported, it is possible for OmniUpdate's development team to include this in a future release of OU Campus.</p>
<p>Are there limits to the number of users that can be added as content contributors?</p>	<p>1</p>	<p>No. OU Campus is mature in its technical development and designed to handle an unlimited number of websites, pages, and users.</p> <p>OU Campus is licensed by deployment type (Software-as-a-Service or Enterprise Server License) and by the number of named users. Your institution can license a specified level or an unlimited number of users. All named users can log in concurrently.</p>

<p>Can you Create custom roles and associate users to roles through an easy-to-use administrative interface?</p>	<p>1</p>	<p>Custom roles are achieved in OU Campus using the powerful groups-based access system. Administrators can associate users to specific groups and customize permissions using a simple point-and-click interface to allow the right people to edit the right content on the right pages. YOU Can create an unlimited number of groups and users can belong to as many groups as necessary.</p> <p>OU Campus has 11 user levels that allow administrators fine control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers), making it easy for administrators to choose the appropriate role for each user.</p>
<p>Can a given user be assigned to multiple roles? Are permissions cumulative?</p>	<p>1</p>	<p>Any user in OU Campus can be assigned multiple roles. For example, a publisher in one area of the site can be a reviewer in another part of the site and an editor/approver for another location. These distinctions allow for distributed granular administration of user roles.</p> <p>User permissions can also be customized for individual users either by deleting default permission functions or by adding others. This, in conjunction with the multiple roles mentioned above, allow for multiple permissions for a single user.</p>

<p><b>Workflow and Governance</b></p>		
<p>Does the system provide the ability to define workflows through an easy-to-use administrative interface?</p>	<p>1</p>	<p>The workflow and approval process has an easy point-and-click setup with no programming required. Administrators set up workflows for users by selecting a different user as their approver. The approver will be sent any notifications for pages in the workflow. A workflow for a given page is created in the page properties by setting the approver for a given page. The approver will receive all requests for publishing on the page from those that have permission to edit that page. Pages that do not require approval will have the approver set to "None."</p> <p>Notified users typically have higher privileges in the workflow process such as editing, reviewing, publishing, and approving files. In addition, a user's normal approver can be overridden on a page-by-page basis. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.</p> <p>Notifications for workflow items, reminders, and general messages are handled through the external email and the dashboard. When a page is sent for approval, a message is sent to the approver's email as well as their dashboard.</p> <p><i>Please see Appendix F to view a screenshot of this functionality.</i></p>
<p>Can the workflow include multiple levels of approvals?</p>	<p>1</p>	<p>Yes. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.</p>

<p>Does workflow include the ability to determine which roles have access to perform which actions at each step of the workflow?</p>	<p>1</p>	<p>OU Campus has 11 user levels that allow administrators to control the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers). Specific permissions can be customized for any single user by either adding or removing default functions in order to provide or deny certain privileges beyond the parameters of their given user level. Administrators can review a user's Restriction and Preferences under the Users List view to review which users will have access to perform which roles in any given workflow.</p>
<p>Does the CMS support multiple workflows to support multiple sites or sections of the site?</p>	<p>1</p>	<p>OU Campus allows administrators to set up an unlimited number of workflows to support multiple sites or site sections.</p>
<p>Can workflow be highly granular, meaning that workflow could be as detailed as a specific page or a specific element on the page?</p>	<p>1</p>	<p>OU Campus offers a completely customizable workflow process. Multi-level approvals/rejections, email notifications, and page scheduling are all provided. Administrators can enable automated and preconfigured, customized, or on-the-fly workflow. Each user has their own personal workflow gadget and workflow mailbox to quickly view and access checked out pages and monitor projects within each workflow. The workflow messaging process can also integrate with an external email system.</p> <p>A workflow for a given page is created in the page properties by setting the approver for a given page. The approver will receive all requests for publishing on the page from those that have permission to edit that page. Pages that do not require approval will have the approver set to "None."</p>
<p>How does the CMS automate notification to users and roles when there is content for review?</p>	<p>1</p>	<p>Notifications for workflow items, reminders, and general messages are handled through the external email and the dashboard. When a page is sent for approval, a message is sent to the approver's email as well as their dashboard.</p>

<p>Can the CMS schedule a page to go live and expire (come down from the site)?</p>	<p>1</p>	<p>OU Campus allows authorized users the ability to publish immediately to the live server or to schedule publishing for a future date and time. Content can also be scheduled to automatically expire.</p>
<p>Does the CMS provide a full revision history of changes made and who performed them?</p>	<p>1</p>	<p>Whenever a page is saved or published, OU Campus keeps a record of the action. The page log feature displays all of the saves and publishes, whether manual, scheduled, or part of a directory or site publish, that have occurred for a specific page.</p>
<p>Does the CMS allow older versions of content to be promoted to the live site?</p>	<p>1</p>	<p>Yes. OU Campus automatically creates a version of every page published, allowing content editors to roll back to any previous version of a page with one click. Versions of an unpublished page can also be kept. Additionally, every time a content editor saves or publishes a page, the information is logged in OU Campus.</p> <p>OU Campus allows users to compare a page's changes with any previously saved or published version of that page. Changes, deletions, and additions are shown in a visual format similar to that found in major word processors.</p>
<p>Does the CMS provide validation on content and metadata, such as required fields or allowable types of content by field (e.g. only email in an email address field)?</p>	<p>1</p>	<p>When users create forms in OU Campus, the LDP Forms module allows users to define which form elements are required, and easily select from pre-supplied or custom validation rules, including rules for email addresses.</p> <p>Allowable types of content, such as permitted or prohibited file types, can be enforced as well.</p>
<p>Does the CMS provide a means to bulk upload content such as files and images?</p>	<p>1</p>	<p>The OU Campus Zip Import feature gives users with file upload permissions an easy and efficient way to upload and extract multiple binary files at once. Users can upload a single zip file and rename or exclude specific files or folders before extraction. Administrators can continue to control which filename rules are acceptable for all imported files through the use of regular expression filename restrictions (e.g., all lower case letters and numbers with no spaces).</p>

<p>Does the CMS provide a preview function so users can see page content before it is approved? Can a page be published to a draft website for review and then published to the live site after approval?</p>	<p>1</p>	<p>Yes. The Page Preview feature allows pages to be previewed by content creators prior to publishing. This allows the user to feel assured that the page is configured as desired before it is on the public website. The page can be previewed in all published formats (for instance, HTML and PDF) using the Multi-Output Preview feature. Additionally, the Multi-Browser Preview feature allows a content editor to determine the look of the page in a multitude of browsers (e.g., Firefox, Internet Explorer, Safari, and Chrome) without having any access to these web browsers.</p> <p>Multi-Target Publish gives users the option to publish to different servers, expanding their options past the production server. Users can extensively test server-side code, new redesigns, or any major site changes on an alternate server before going live on the production server. Users can also upload, compare, and preview pages in different publish targets with the extended OU Campus functionality found with Multi-Target Publish. Administrators can easily determine access rights for which servers a user can publish to, and set the default publish target.</p>
<p>Can pages be viewed on mobile devices?</p>	<p>1</p>	<p>Yes, OU Campus supports mobile site development. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile versions (in addition to other channels such as social media).</p> <p>In addition, the Multi-Browser Preview feature allows content editors to preview exactly how a page will look in a multitude of different browser, operating system, and mobile device combinations, even before the page is ever published.</p>

<p>Is the CMS decoupled from the web server? If not, how is the published site protected from the application server?</p>	<p>1</p>	<p>Yes. As a dynamic 'push' system, OU Campus is decoupled from your web server. The benefit to you is the complete removal of middleware processing that inevitably slows the web page serving process. Your web pages are served up fast and reliably, without interaction with your web management technology or processes.</p> <p>OmniUpdate uses a Parallel Directory Structure to store metadata in the database and the native OS hierarchical file system to store large blocks of content. By doing so, those large blocks of data can be found and processed very quickly. All high performance enterprise systems are designed this way because it allows both the database and the file system to do what they do best.</p>
<p>Can different sites be published to different web servers?</p>	<p>1</p>	<p>Yes. The Multi-Target Publish feature gives your users the option to publish to different web servers, expanding their options past the production server. Users can extensively test server-side code, new redesigns, or any major site changes on an alternate server before going live on the production server. Users can also upload, compare, and preview pages in different publish targets with the extended OU Campus functionality found with Multi-Target Publish. Administrators can easily determine access rights for which servers a user can publish to, and set the default publish target. In addition, Dependency Manager continues to ensure that links are always up to date, even across alternative publish targets.</p>
<p>Does the system allow versioning of templates and pages?</p>	<p>1</p>	<p>Yes. OU Campus automatically creates a version of every page published so versioning is simple and easy. Version control is performed by storing a copy of each page published in OU Campus. The number of versions is unlimited. Developer versions (unpublished) can be created at any time with a click of a button. Content editors can roll back to any previous version of a page with one click. Versions of an unpublished page can also be kept. Additionally, every time a content editor saves or publishes a page, the information is logged in OU Campus.</p>

<p>Does the system support the use of a code repository such as GitHub or Subversion? If so, how is code managed through a depository?</p>	<p>1</p>	<p>OU Campus has versioning built-in for content and code managed within the CMS as well as a Source Editor. External code repositories such as GitHub or Subversion could be integrated through the Add-Ons feature, or further integration could be achieved through custom code using the OU Campus APIs.</p> <p>OU Campus supports open standards, so you can continue to develop server-side and client-side code in the development tools of your choice, and bring that code into OU Campus templates or as Source Code Assets that users can integrate into their pages.</p>
<p>Does the CMS support exporting templates as an XML file?</p>	<p>1</p>	<p>Content created in OU Campus is stored in open standard XML format. It can be exported for use in pages outside of the CMS in a variety of formats including XML, PDF, XHTML, TXT, CSV, RTF, WML (and other formats designed for mobile devices), and others.</p> <p>OU Campus provides designers with a robust template structure using XML/XSL ensuring content presentation uniformity and standards-perfect pages every time.</p> <p>OU Campus uses XSLT 3.0 AND XSL-FO for the ingestion and transformation of XML into a variety of formats including XHTML, TXT, CSV, RTF, PDF, and WML (and other formats designed for mobile devices). Any number of XSL templates can be assigned to a piece of content in OU Campus, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p>



<p>Can content be added to an internal database that can then be used to feed information on various page? An example of this might be a college personnel directory.</p>	<p>1</p>	<p>Yes. Many of our clients use OU Campus to publish and maintain their online staff directories and course catalogs utilizing data from external databases such as Banner, Colleague, PeopleSoft, CurricUNET, and more.</p> <ul style="list-style-type: none"> <li>• Nassau Community College maintains course catalog information in Banner with manual exports of pertinent information in XML format to OU Campus for course information updates.</li> <li>• The California State University, Fresno web team have implemented a course catalog integration whereby custom script is used to query PeopleSoft at scheduled intervals. The XML is exported directly to the production server where OU Campus reads it to generate pages for courses, programs, etc.</li> <li>• Stony Brook University maintains course catalog information in PeopleSoft with manual exports of pertinent information in XML format to OU Campus for course information updates.</li> </ul>
<p><b>Integration</b></p>		
<p>Does the system provide integration to marketing automation systems such as Eloqua, Marketo, Hubspot, etc? Please describe how page tracking can be implemented.</p>	<p>2</p>	<p>OU Campus can integrate with any marketing automation system with an available API.</p> <p>For example, marketing automation software such as Act-On, Marketo, Pardot, and HubSpot can be integrated into OU Campus through APIs.</p> <p>For page tracking, OU Campus integrates with Google Analytics directly within the CMS. This built-in analytics tool allows administrators to review site-wide Google analytics reports directly from their dashboard. Content editors with appropriate permissions are also able to review page-level analytics for targeted information.</p> <p>Finally, OU Campus allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p>

<p>Does the system provide integration to analytics platforms?</p>	<p>1</p>	<p>Yes. OU Campus integrates with Google Analytics directly within the CMS. This built-in analytics tool allows administrators to review site-wide Google analytics reports directly from their dashboard. Content editors with appropriate permissions are able to review page-level analytics for targeted information. Basic metrics are provided which display number of visitors, unique page views, new visitors, bounce rate, and many others within a customizable date range. The view can be expanded to include helpful charts and graphs.</p> <p>Finally, OU Campus allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p>
<p>Does the system provide ability to integrate third party applications on a page?</p>	<p>1</p>	<p>OU Campus allows developers to link to outside applications and best-of-breed third-party services such that they can be managed within the normal OU Campus interface using the Add-Ons feature.</p> <p>In addition, OU Campus can integrate with any third party application that has an available API.</p>
<p>Does the system provide the ability to integrate with calendaring applications?</p>	<p>1</p>	<p>Yes. Many OU Campus clients use third-party calendaring applications and access them using the Add-Ons feature.</p> <p>OU Campus is used by our clients to dynamically pull information from 25Live calendars using RSS Feeds. Examples include:</p> <ul style="list-style-type: none"> <li>• California State University Fresno: <a href="http://omniupdate.com/resources/pdfs/case_studies/fresno_state.pdf">omniupdate.com/resources/pdfs/case_studies/fresno_state.pdf</a></li> <li>• Elizabethtown College: <a href="http://www.etown.edu">www.etown.edu</a></li> </ul> <p>OU Campus also offers a calendar module that allows contributors to create event messages as desired. Users can add contacts, locations, tags, and attachments, as well as schedule repeating events or multiple-date events. Event information can be published immediately or saved for later publication and can be posted to multiple calendars.</p>

<p>Does the system have methods for securely connecting to external databases to display information from these systems? If so, is there a built in access language or are languages such as ASP.net JSP, or PHP supported?</p>	<p>1</p>	<p>OU Campus interoperates perfectly with dynamic content that may be required to be stored in existing database systems: Server-side executed SQL calls to Oracle, MySQL, and other databases are allowed on any web page asset.</p> <p>OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML/CSS and XML/XSL. Additionally, we support all client-side technology such as JavaScript, Flash, etc.</p>
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The Questions that follow are focused on processes and do not lend themselves to an out of the box vs. custom build designation.

Capabilities and Requirements	Vendor Details
<p><b>Implementation</b></p>	
<p>Describe the template creation, definition, and edit process required to deploy your product for our web site(s) including skills, any code or markup languages required, tools used or required.</p>	<p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. Your Implementation Manager will work closely with you during this process to ensure that your new templates address your individual needs. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p> <p>To manage and develop new template designs in OU Campus, the web developer should have the following training and/or skill sets:</p> <ul style="list-style-type: none"> <li>• Minimum skills for template development and site expansion:       <ul style="list-style-type: none"> <li>◦ HTML/XHTML, CSS, and some understanding of JavaScript (a typical web developer knowledge base).</li> </ul> </li> <li>• Preferred skills for advanced site development and interactive services:       <ul style="list-style-type: none"> <li>◦ XML, XSL, and any server-side languages (ASP, JSP, CFM, etc.) required by your institution's websites.</li> </ul> </li> </ul> <p>OU Campus leverages the power of XML and XSLT 3.0 in order to provide a robust, intelligent templating system. By achieving true separation of content from design, and through the use of W3C recommended open standards, you can rest assured that your content is future-proof as new Web technologies emerge. Page content is stored in simple, open standard XML files instead of a proprietary database format. Any number of XSL templates can then be assigned to a piece of content, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template.</p>

<p>Describe the process used to define Site Navigation or "information architecture." Who can move site sections and subsections, what skill is required to rearrange sections in a site? When site sections are moved or reorganized what impact does this have on templates, design and markup or other site code?</p>	<p>OU Campus provides your institution with complete control over site navigation structure and information architecture using the tools provided in OU Campus. Users with permissions can easily move sections and subsections using simple point-and-click and drag-and-drop commands in order to rearrange sections and subsections.</p> <p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. When a page is published, required navigation elements are added, updated, and published at the same time.</p> <p>In addition, whenever a page is moved (or renamed) within OU Campus, the Dependency Manager feature automatically corrects any dependent links to ensure that all links are always up-to-date. If a page is deleted, the user will be notified of any dependent links that will be affected by the removal.</p>
<p>Describe how site features and functions are implemented, such as comments, link lists, image galleries and other features described above.</p>	<p>All site features and functions as described above are provided in OU Campus as out-of-the-box functionality (e.g., comments, link lists, image galleries) or as additional services or modules (e.g., OU Blogs, OU Calendar, course catalog solution). They are deployed for you by the in-house OmniUpdate implementation team as part of your purchased implementation services. Implementation includes webinar-based training for you and your staff so that you have the information you need to manage your website using OU Campus and its various tools. Our resources and training empower your staff for efficient everyday use and promote best practices.</p>

What skill is required to make changes to site functionality? Does this involve changing CMS code? What QA and deployment processes are recommended when changes to site functions are made?

Making changes to site functionality in OU Campus never involves changing CMS code. Any changes to site functionality can be achieved by building the elements into the OU Campus template.

OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML5/CSS3 and XML/XSL. Additionally, we support all client-side technology such as JavaScript, jQuery, AJAX, Flash, etc.

The following QA and deployment process is used by OmniUpdate internally for product releases and enhancements. A version of this process may prove useful for your institution's own web team. Deployment on a test server is recommended. The Multi-Target Publish feature gives you the option to publish to different servers, expanding options past the production server.

#### QA Process for product releases:

- Features are defined and implemented according to a product management specification or feature definition as a result of our development roadmap and/or input from our clients.
- The Development team determines the best approach to implement the feature, and builds it.
- Once Development has a working prototype of the new functionality, they do unit testing on the feature.
- After passing the internal development testing, it is placed on a test server platform for QA user testing.
- The QA Support team is briefed on the feature and its use, as well as any potential interaction areas the feature will have with the product as a whole.
- QA Support then builds a test matrix to document the testing and validate the feature across all supported browsers (current and past versions) and platforms.
- QA Support and Engineering maintain a suite of computers and virtual systems used for testing that cover all the platforms and browser combinations that are supported by OU Campus.
- QA Support team members then use a broad set of test sites, templates (including various client sample templates), and other use case environments to test the feature to find any potential issues or edge cases and report them into the test matrix and to Bugzilla.
- Each Bugzilla report contains the method used to recreate the test result and the environment details (platform, browser, site/sites, and template/templates used).
- Development reviews the Bugzilla report, and corrects any issues reported and repeats the unit testing. The Bugzilla report is updated, and the revised feature is published to the test servers.
- The QA testing and development process is repeated as needed to complete the test matrix to show that the feature is valid across all supported browsers and has no interaction issues with the product as a whole.
- The QA team, along with the Product Manager and Training Manager, document the use of each feature. The Training Manager writes or updates the support documents that are needed.
- The Sr. QA Manager reviews all resolved features and issues to see that they meet the product specification or feature definition and validates them for release.

<p>Describe the upgrade process for the CMS? Are there categories of upgrades (major and minor)? Do all site functions continue to work on all upgrades without re-implementation? What re-implementation if any has been required for past upgrades of your software?</p>	<p>OU Campus is in a continuous state of development to provide industry-leading ease of use and features to service your needs. OmniUpdate will conduct any and all maintenance regarding the product, including updates and new release installations. This service is included in the support contract. New features are added every quarter, with a major release each year. All updates and releases are backward compatible, and all upgrades are included in maintenance. New features and major updates are always pre-announced to clients, who are the major influencers guiding the development of OU Campus. All site functions will continue to work without re-implementation.</p> <p>There is no website downtime with the installation of an update or new release of OU Campus. Because OU Campus operates independently from your production website, OmniUpdate will conduct all maintenance regarding the product. Scheduled maintenance windows are during off-peak usage times typically on Saturday night between the hours 12:00 AM and 4:00 AM EST. Maintenance activity, when it occurs, typically takes just a few minutes.</p> <p>OmniUpdate places a high priority on maintaining backwards compatibility for OU Campus updates. OU Campus is extensively tested and has shown outstanding stability. There has never been any forced rollback to a prior version due to stability problems.</p>
<p>How frequently are releases? How many releases per year contain new functionality as opposed to just bug fixes?</p>	<p>New features are added every quarter, with a major release each year.</p> <p>OmniUpdate is constantly improving OU Campus and will resolve program bugs as they appear.</p>

**Implementation Services.** Describe your implementation services offerings and typical implementation plan. If partners are used, please provide information on your partner strategy, and specifically how you view the role of partners in the successful use of your software.

OmniUpdate's implementation process includes three phases for the successful completion of your OU Campus CMS deployment: Planning, Development, and Transition to Support. Each phase ensures an orderly process in how our Implementation team collaborates with you in implementing OU Campus.

#### Planning

During the Planning phase, you are introduced to your implementation team who is responsible for the successful installation and configuration of OU Campus. Your OmniUpdate Implementation Manager will be in contact with you to discuss the functional and technical requirements of the project and set the expectations of your CMS implementation.

**Unlimited Support** – Your OU Campus purchase includes unlimited access to the Implementation team's during the lifecycle of your implementation, providing your team with the best customer support. Your Implementation Manager is available during each step of the process to answer any questions and handle your institution's customized setup of OU Campus.

#### Development

The Development phase is the heart of the implementation process, where our Implementation team installs and configures OU Campus, and develops and tests your templates.

**Setup of Your OU Campus Environments** – Your Implementation team establishes an OU Campus staging environment that resides on our server or your institution's server, based on your deployment. Your staff also provides FTP/SFTP access to the development and production server locations. These environments are the foundation of your OU Campus implementation and allow for the development of your new templates.

**Creation of New Page Templates** – Your staff provides OmniUpdate with the files (e.g., XHTML, CSS, JavaScript) that create the basis of your current templates, which must be W3C and Section 508 compliant (if applicable). Based on your files and planning discussions, we determine the best approach to develop XSL templates with defined editable regions. Our team also develops Template Control Files, or new page wizards, which allow your end users to easily create new web pages based on your templates.

Your Implementation Manager conducts a midpoint template review to discuss feedback on a sample of developed templates as we approach the final steps of implementation.

**Migration Process (Optional)** – OmniUpdate's Content Migration Tool provides an automated solution for the bulk ingestion of your site content into OU Campus. The tool separates content from design by converting your current site content into XML files. The migration tool is configured based on your XSL templates to quickly convert thousands of pages.



	<p><b>Testing and Quality Assurance</b> – Our Implementation team tests your site based on the functionality requirements discussed in the Planning phase. Our team vigorously tests each template to ensure they meet all specification requirements, W3C standards for XHTML/HTML5, and to ensure the templates are Section 508 compliant (if applicable).</p> <p><b>Transition to Support</b></p> <p>The Transition to Support phase finalizes your OU Campus implementation, which includes training your web professionals on how to administer and use OU Campus. Additional information on our training services can be found in the "Training for Your OU Campus Implementation" section.</p> <p><b>Final Approval</b> – Once we have completed our quality assurance checks, we obtain approval from your team that all functional and technical requirements have been met. With your implementation complete, your Implementation Manager schedules a conference call to address any potential questions about OU Campus or your templates.</p> <p><b>CMS Go-Live</b> – At this point, your customized implementation of OU Campus is ready for your team to use. YOU Can create a new information architecture, develop a new look and feel for your website, or prepare for your website to go live. This is also a great opportunity to train your end users on best practices and how to develop compliant web pages in OU Campus.</p> <p>Once your site is ready for production, we are available on the day that you decide to go live for any issues transitioning to your new website.</p>
<p><b>Implementation Time.</b> Describe the time to implement that is typical for customers with a site or Web presence (site functions, channels, etc.) similar to ours.</p>	<p>A typical OU Campus implementation for project kick-off, web development, and training is 12-16 weeks for projects similar in scope.</p> <p>While we will provide the steps necessary to migrate your content, set up OU Campus, and create your templates, the ability of your institution's team to provide files and information to our Implementation team is crucial to keeping this schedule intact. This schedule may be altered if delays occur. Nevertheless, we have had many projects end early when files are delivered in a timely manner, and we have every intention of making sure your project will be completed on time, if not earlier.</p>

Redesign implementation. Describe what's required for a redesign post-implementation. Is new custom development required? What skills are needed to implement a redesign? Can existing elements and content be reused? How is content migration completed?

During the OU Campus implementation, OU Campus provides designers with a robust template structure using XML/XSL, ensuring standards-compliant pages every time. By using XML/XSL as well as CSS in OU Campus, web designers can separate content from design, allowing for template swaps and site-wide re-skinning without modifying any page content. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.

Any number of XSL templates can be assigned to a piece of content, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template.

<p><b>System Requirements and Architecture</b></p>	
<p>What operating systems are required?</p>	<p>OU Campus is offered as an Enterprise Software-as-a-Service (SaaS) License, where OmniUpdate hosts the OU Campus application, or an Enterprise Server License (ESL), where your institution is responsible for hosting the application which can include a third-party hosting service. The application and features are the same regardless of the deployment selected.</p> <p>If Suffolk County Community College wishes to host the application on their servers with an ESL deployment, OU Campus requires a server with the following pre-configured:</p> <ul style="list-style-type: none"> <li>• Red Hat Enterprise Linux (or CentOS) 6.x, or Windows Server 2008 (or 2008 R2). 64-bit editions are recommended.</li> <li>• Remote access via RDP (Windows) or SSH (Linux) for OU Campus implementation and Support.</li> </ul> <p>The following will be installed by OmniUpdate:</p> <ul style="list-style-type: none"> <li>• Apache Web Server 2.2 or Microsoft IIS 7 (or later)</li> <li>• Apache Tomcat 7.0.x</li> <li>• Java JDK 7 (64-bit)</li> <li>• MySQL 5.1 or later, or SQL Server 2008 R2 Express (<i>SQL Server Standard is also supported, however licensing for this product is not provided by OmniUpdate and will need to be supplied by customer</i>)</li> <li>• Self-signed SSL certificate (<i>it is highly recommended that the customer replace this with an official certificate</i>)</li> </ul> <p>For CMS users, no specific hardware or software is required beyond that of a modern browser (e.g. Internet Explorer, Firefox, Safari, Chrome) running on any major platform (Windows, Macintosh, Linux) to use OU Campus.</p>

<p>Does the CMS ship with a content repository?</p>	<p>Yes. The Binary Management feature in OU Campus allows binary files such as documents and images to be managed directly from the OU Campus staging server, allowing users to take advantage of traditional file management tools such as versioning, approvals, and scheduled publish. Binary files stored in OU Campus can be shared across any and all sub-sites managed by the CMS.</p> <p>Binary Management also provides support for link maintenance for linking within a site and among sites within the OU Campus account. Links to binary files are automatically updated by the Dependency Manager in a fashion similar to that previously only available for pages. For example, when file linking is managed by the Dependency Manager, if a file is renamed, moved, or published, then pages with links to that dependency are updated.</p> <p>In addition, the Auxiliary Sites feature of OU Campus allows administrators to define centralized content libraries of creative material that reside on the same or other web servers (e.g. a media server). This allows users to access content from a separately defined server, without knowledge of where or how that server is managed.</p>
<p>What browsers and client/desktop operating systems are supported? (e.g. IE, Firefox, Windows, MAC)</p>	<p>OU Campus is a rich browser-based application and works in all modern browsers (Internet Explorer, Firefox, Safari, and Chrome) on all major platforms (Windows, Macintosh, and Linux).</p>
<p>Do the Web Delivery and Content Management tiers share the same software?</p>	<p>No. As a dynamic decoupled system, OU Campus is designed to work independently of your web server and therefore does not share software with the Web Delivery Tier. Your web pages are served up fast and reliably, without interaction with the web management technology or processes – your web CMS is never the middleman! Not coincidentally, this is the approach desired by colleges and universities today. It affords the highest efficiencies; the lowest cost of hardware, software, and maintenance (both short-term and long-term); and ensures your website is discoverable (SEO-optimized) and reliable for your site visitors.</p> <p>OU Campus connects to your existing web server(s) via FTP/SFTP connection.</p> <p>OU Campus provides the performance expected of an enterprise system through better engineering. Unlike other systems that rely on a proprietary database schema to store page content, OU Campus leverages the speed, efficiency, and openness of XML on the server's native file storage to provide a swift and robust experience. Databases are great for storing large volumes of small blocks of data, however, there is typically a performance overhead when using a database to store large blocks of data. This is why OU Campus uses its database only where appropriate, to store information that it needs to know about your content (e.g. permissions, tags, and other settings).</p>

<p>Can other Web Delivery code and Web applications share the Web Delivery environment? Does your Content Management system become our Web server and Web application server?</p>	<p>Yes. The system's decoupled publishing model allows other Web Delivery code and Web applications to share the Web Delivery environment according to Suffolk County CC's preferences.</p> <p>OU Campus manages your web content, but does not serve web pages to your web visitors. Therefore, OU Campus will not become your Web server and Web application server. YOU Can continue to use the Web server environment that best serves your needs.</p> <p>OU Campus offers the benefits of both decoupled (also known as "push") and dynamic publishing models. As a decoupled system, OU Campus works independently of your web server. You web pages are served up fast and reliably, without interaction with the web management technology or processes — your web CMS is never the middleman! Not coincidentally, this is the approach desired by colleges and universities today. It affords the highest efficiencies; the lowest cost of hardware, software, and maintenance (both short-term and long-term); and ensures your website is discoverable (SEO-optimized) and reliable for your site visitors.</p>
<p>What Web servers are required and/or supported? How many web servers are required in a multi-tiered model?</p>	<p>OU Campus manages your web content, but does not serve web pages to your web visitors. Therefore, OU Campus will not become your Web server and Web application server. YOU Can continue to use the Web server environment that best serves your needs.</p> <p>OU Campus is compatible with all standard web servers connected to the Internet (or private networks when used for Intranet web applications). Hardware specifications are dependent on the web server software selected.</p> <p>While not related to OU Campus, load balancing your production web server may be desirable to improve visitor response times should a single web server load increase beyond its operational capacity.</p> <p>Load balancing can be implemented with software or hardware by your IT department. Software options include (but are not limited to) Apache Web Server or ha-proxy; hardware options include F5, Barracuda, and more.</p> <p>When multiple servers are handling page requests, web page content needs to be replicated to the other web servers quickly. File replication can be done two ways: distributed or highly-available network storage. For a distributed solution, replication can be done with solutions such as DFS for Windows, Rsync for Linux, or DRBD and a cluster file system. Potential highly-available network storage solutions include SAN or NAS.</p>
<p>What Web application development environments are supported? (Java/JSP, .NET/ASPX, LAMP, PHP etc.)</p>	<p>OU Campus can publish to web servers that utilize any web application development environment, including Java/JSP, .NET/ASPX, LAMP, PHP, etc. OU Campus manages your web content, but does not serve web pages to your web visitors.</p>

Is the CMS available on premise or cloud hosted or both?

Both. OU Campus is offered as an Enterprise Software-as-a-Service (SaaS) License, where OmniUpdate hosts the OU Campus application, or an Enterprise Server License (ESL), where your institution is responsible for hosting the application which can include a third-party hosting service. The application and features are the same regardless of the deployment selected. If your institution opts for the SaaS deployment, no hardware is required for the OU Campus application, as hosting is provided by OmniUpdate.

<p><b>Services and Support</b></p>	
<p>Define the active support network, current resources with the expertise to enhance, or remediate any issues with the CMS.</p>	<p>OmniUpdate offers support plans to meet the needs of your institution. Each support plan includes all OU Campus upgrades, access to our online documentation and knowledge base, and an allocation of support tickets. We also include unlimited support during the implementation phase.</p> <p>Based on your selected support plan, an allocated number of support tickets are available for use. A support ticket constitutes an issue found within the current functionality of your implementation of OU Campus, any problem or question using OU Campus, best practices, and more. Our Customer Support team will contact you for any additional information needed, evaluate, and resolve the issue typically within one business day.</p> <p>Our Customer Support team is available from 6 AM – 6 PM Pacific Time, Monday through Friday. The team is comprised of in-house OmniUpdate employees who are fully trained OU Campus professionals with web development and customer service backgrounds. OmniUpdate's zero-hold policy means our team has their undivided attention on your issue. If your call is received after hours, our support voicemail's integration with our support ticket system allows for a quick response the next business day. Our Customer Support team can typically resolve a support issue within one business day of receiving the ticket.</p> <p><b>Online Support</b> OmniUpdate's support site, <a href="http://support.omniupdate.com">http://support.omniupdate.com</a>, is available for end users, administrators, and developers at your institution. YOU Can quickly find information on OU Campus features and troubleshoot issues with our easy-to-follow instructions. The support site also includes video tutorials, FAQs, and printable reference materials.</p> <p>The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.</p> <p>OmniUpdate can also provide customized webinars, on-site training sessions, or training sessions at OmniUpdate headquarters for your web developers, web CMS administrators, and end users. Our trainers guide your end users through the features of OU Campus and how they will accomplish everyday tasks with hands-on training, empowering your team for a successful transition to OU Campus. Included in your on-site training courses are training guides for all attendees, which can be kept for future reference, as well as access to our online resources. <i>A sample training schedule is provided in the appendices.</i></p>

Please list all training and documentation that is offered around your system.

OmniUpdate's training sessions give you and your staff the information needed to manage your website using OU Campus. Our resources and training empower your staff for efficient everyday use and promote best practices:

The purchase of OU Campus includes remote training via personalized webinars for your web CMS administrators and end-user trainers. Your training takes place from within your new implementation of OU Campus, which includes the templates and features requested during implementation. Our remote training gives your administrators the resources to effectively manage their new CMS solution. With our Train-the-Trainer webinar, your staff will have all the materials necessary to teach your end users by demonstrating the features of OU Campus and how your staff will use them on a day-to-day basis.

In addition to our remote training, we provide Training Tuesdays for our new and existing customers. On the last Tuesday of each month, we present a free training class discussing the latest features of OU Campus or best practice information in developing and maintaining your website.

With your purchase of OU Campus, we include free registration for one first-time attendee to our annual OmniUpdate User Training Conference. Discover all the upcoming new features we are developing, attend our workshops, and meet other OU Campus users and the OmniUpdate community.

OmniUpdate's support site, <http://support.omniupdate.com>, is available for end users, administrators, and developers at your institution. YOU Can quickly find information on OU Campus features and troubleshoot issues with our easy-to-follow instructions. The support site also includes video tutorials, FAQs, and printable reference materials.

OmniUpdate provides our customers with 24/7 access to our additional resources. The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.

In addition to our online community, we provide the following resources:

- Complete product documentation manual
- Quick reference materials
- Print and video tutorials
- Printable training guides and workshops
- Best practice documentation
- Webcasts on technical features and web best practices
- FAQs
- Free technical white papers



Describe your Technical Support model (SLA), escalation procedures, communication, time zones, forums.

OmniUpdate provides in-house support personnel with national coverage from 9:00 AM to 9:00 PM Eastern Time, Monday through Friday. Support teams provide personalized attention and a skill set to best service the particular needs of each customer.

Support issues are handled the same day they are reported and are typically resolved with one phone call. We are proud of our industry-leading zero on-hold phone support. Over the last year, 58% of all support issues were resolved under four hours, with 49% resolved under two hours and a 99% satisfaction rate overall.

If a customer issue is not resolved immediately, it is escalated to an Implementation Manager. The manager's goal is to resolve an issue within 24 hours. If the issue cannot be resolved in 24 hours, a schedule for completion is set and agreed upon with the customer. It's also important to note that the push/decoupled model ensures no support issue will affect the availability of your website to your visitors.

OmniUpdate is constantly improving OU Campus and will resolve program bugs as they appear. The issuance of a bug ticket does not necessarily imply that a situation exists that is causing a functional problem. It may be that a slight modification may be needed (or a duplicate or invalid). Bug fixes can be as simple as correcting a spelling error or a screen correction such as an alignment adjustment. In many cases identified bugs have no effect on the operation OU Campus or have a procedural work around that can be used until corrected. All identified bugs are prioritized in order of importance and corrected as soon as possible.

The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.

Network connections between an operating OU Campus application and the Internet will be available to the Licensee free of OU Campus interruptions 99.99% of the time. *Please see our sample Service Level Agreement in Appendix E of this proposal.*

<p><b>Security</b></p>	
<p>Elaborate on the security of your CMS. For example, cross-site scripting, SQL injections and comprised systems. Discuss patching, remediation etc.</p>	<p>OmniUpdate follows ISO standards to provide your institution with the security expected. We use industry standards and best practices to ensure the security of our clients and our products. OU Campus is in a continuous state of development to provide industry-leading ease of use and features to service your needs. OmniUpdate will conduct any and all maintenance regarding the product, including updates and new release installations. This service is included in the support contract. New features are added every quarter, with a major release each year. All updates and releases are backward compatible, and all upgrades are included in maintenance. New features and major updates are always pre-announced to clients, who are the major influencers guiding the development of OU Campus.</p> <p>Industry-standard XSS prevention is used throughout the application, which is protected by enterprise-grade, content-inspecting firewalls. Repeated attempts at password hacking will result in the user being locked out until an administrator unlocks the user. SQL injection is prevented by using an industry-standard database ORM that handles all SQL queries.</p> <p>There is no website downtime with the installation of an update or new release of OU Campus. Because OU Campus operates independently from your production website, OmniUpdate will conduct all maintenance regarding the product. Scheduled maintenance windows are during off-peak usage times typically on Saturday night between the hours 12:00 AM and 4:00 AM EST. Maintenance activity, when it occurs, typically takes just a few minutes.</p> <p>For our Software-as-a-Service (SaaS) deployment, the equipment in the OmniUpdate data center is adequate to support thousands of websites/subdomains and tens of thousands of users. OmniUpdate's redundant network includes high-availability redundant firewalls, high-availability switches, and multiple power drops for every server. Application servers are clustered, and dynamically scale to the quantity and resources needed. With servers in multiple, geographically-distinct data centers in California, Washington, and Texas, OmniUpdate ensures recovery in the event of a disaster.</p> <p>Due to our decoupled architecture, if OU Campus is offline or inaccessible for any reason, your institution's websites are unaffected and will continue to operate as always.</p>

**End of Text for Exhibit D**

## Exhibit E

### Payment Terms and Conditions

#### 1. General Payment Terms

- a. Contractor shall prepare and present an invoice to the College for payment by the College. Claims shall be documented by sufficient, competent and evidential matter. Payment by the College will be made within thirty (30) days after approval by the College.
- b. Contractor agrees that it shall be entitled to no more than the fees set forth in this Exhibit E for the completion of all work, labor and services contemplated in this Agreement.
- c. The charges payable to Contractor under this Agreement are exclusive of federal, state and local taxes, the College being exempt from payment of such taxes.
- d. The acceptance by Contractor of full payment of all billings made on the final approved under this Agreement shall operate as and shall be a release to the College and/or County from all claims and liability to Contractor, its successors, legal representatives and assigns, for services rendered under this Agreement.

#### 2. Agreement Subject to Appropriation of Funds

This Agreement is subject to the amount of funds appropriated and any subsequent modifications thereof and no liability shall be incurred by the College and/or the County under this Agreement beyond the amount of funds appropriated for the Services covered by this Agreement.

#### 3. Limit of College's Obligations

The maximum amount to be paid by the College as set forth on the cover page of this Agreement shall constitute the full obligation of the College in connection with this Agreement and any matter arising therefrom.

#### 4. Specific Payment Terms and Conditions

[See ATTACHMENT 2]



Revised Cost Proposal for:  
**Suffolk County Community  
College**

January 6, 2015

Submitted by:  
Michael Monina, Vice President of Sales  
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1320 Flynn Road, Suite 100  
Camarillo, CA 93012



OmniUpdate offers flexible deployment pricing to fit the requirements at Suffolk County Community College. OU Campus can be purchased under an Enterprise Software-as-a-Service License.

### Enterprise Software-as-a-Service (SaaS)

License and Support	SUNY Statewide License and support agreement approximate per authorized user cost of \$65.00 (purchased directly from SUNY System Administration). Up to 160 authorized users.	\$10,400
Implementation	Up to 120 hours of project planning and web development services for OU Campus deployment and Base Implementation, including: <ul style="list-style-type: none"> <li>• Setup staging server and FTP/SFTP access to target web server</li> <li>• Development and testing of custom XML/XSL templates</li> <li>• Quality Assurance and Delivery</li> </ul>	\$22,500
Live Delivery Platform	Enables a rich set of Web 2.0 applications (e.g., forms, polls, surveys) Includes installation of Server-Side Module and implementation of LDP	
Training	Up to 11 hours of webinar-based training: Administrator, Train-the-Trainer, and Template Framework sessions; user guides and training materials provided  Complimentary pass for one (1) person to OmniUpdate's 2015 User Training Conference; includes workshops	
OU Blogs	Build-out and implementation of blog templates within OU Campus according to university specifications	\$7,500
<b>Discount of OU Blogs</b>		<b>(\$7,500)</b>
<b>Total First Year Cost – Implementation, License and Support</b>		<b>\$32,900</b>
<b>Estimated Annual Renewal Cost – SaaS License and Support for up to 160 authorized users (includes upgrades)</b>		<b>\$10,400</b>

<sup>1</sup> Additional authorized users may be added at any time via SUNY System Administration (Contract #T002255)

## Additional Services

Content Migration	<p>40 hours of professional services to configure the OU Campus Content Migration Tool (i.e., a pattern-recognition engine) that expedites the process of converting existing website content from a proprietary format or another CMS to a website managed as XML/XSL in OU Campus; services include configuration of migration tool and completion of XSL templates</p> <p>An assessment performed by OmniUpdate of the website/CMS information – review total number of sites, pages, templates, navigation, specialty sites such as course catalog, etc.</p>	\$6,000
OU Calendar™	<p>Implementation and configuration of calendar; includes calendar software, user authentication setup, product documentation</p> <p>Installation on single server; OU Campus theme with custom color adjustments; workflow and approval planning; standard administrator and submissions clients; 1 recorded WebEx training session</p> <p>Examples:</p> <p><a href="#">Southeast Missouri State University</a></p> <p><a href="#">University of South Carolina</a></p> <p><a href="#">Iowa Valley Community College</a></p> <p><a href="#">Lake Forest Graduate School of Management</a></p> <p><a href="#">University of South Alabama</a></p>	\$7,500
Course Catalog	<p>Buildout and implementation of online course catalog according to university specifications, including customized templates and structured layouts</p> <p>Catalog information is maintained in OU Campus and/or pulled from preferred student information system (PeopleSoft, Jenzabar, legacy database).</p> <p>Examples:</p> <p><a href="#">Fresno State University</a></p> <p><a href="#">Harper College</a></p> <p><a href="#">College of DuPage</a></p> <p><a href="#">Stony Brook University</a></p>	\$25,000
Faculty Directory	<p>Buildout and implementation of online Faculty Directory according to university specifications</p> <p>Maintain directory information in OU Campus or pull data from preferred student information system (Ellucian's Banner®, PeopleSoft, legacy database).</p> <p>Examples:</p> <p><a href="#">The College of Wooster</a></p> <p><a href="#">University of California, Riverside</a></p> <p><a href="#">The University of Tennessee at Chattanooga</a></p>	\$6,000

<b>Email Campaign Manager</b>	Full implementation of newsletter template and email campaign manager to create, send, and optimize unlimited email marketing campaigns	\$5,000 setup plus annual license:
	<b>Active Subscribers</b>	<b>Annual Cost</b>
	Up to 500	\$750
	501 to 2,500	\$1,500
	2,501 to 5,000	\$2,400
	5,001 to 10,000	\$3,600
	10,001 to 15,000	\$6,000
	15,001 to 25,000	\$10,000
	25,001 to 50,000	\$17,500
<b>Professional Services</b>	Course catalog, faculty directory, custom news/events, or additional professional services as required	\$150/hour

### Other Support Plans

<b>Gold Support</b>	Up to 10 contact personnel with support via web form, email, or phone Unlimited support tickets plus staging server access and enterprise administrative privileges Server-side module support for LDP Access to online help documents, knowledge base, and the OmniUpdate Community Network (OCN)	\$10,000
<b>Silver Support</b>	Up to 5 contact personnel with support via web form, email, or phone Unlimited support tickets Server-side module support for LDP Access to online help documents, knowledge base, and the OmniUpdate Community Network (OCN)	\$8,000
<b>Bronze Support</b>	One (1) contact personnel with support via web form, email, or phone Up to 15 support tickets per year <sup>1</sup> Access to online help documents, knowledge base, and the OmniUpdate Community Network (OCN)	\$4,000

<sup>1</sup> Additional package of 10 tickets may be purchased for \$2,000



## Additional Optional Training Options

Supplemental Webinar Trainings	OmniUpdate offers additional webinar training sessions for end users, administrators, and developers; each training session typically lasts 3 hours; user guides and training materials provided	\$1,000/session
Customizable On-Site Training	OmniUpdate offers customizable on-site training for end users, administrators, as well as developer training; training is typically over the course of 2 days; customized user guides and training materials provided; does not include travel and expenses	
	<b>End Users and Administrators</b> – Hands-on sessions that introduce OU Campus and how to quickly navigate the interface, edit content, and use workflow, as well as all aspects of managing and administrating OU Campus and page templating	\$2,500/day
	<b>Developers</b> – Two full days of XML/XSL training focused on developing new templates to be used in conjunction with page templates; focused on Developers with HTML and CSS experience	\$2,500/day
	<b>End Users, Administrators, and Developers</b> – Benefit from all of our training sessions; two trainers will provide our tailored end-user, administrator, and developer training	\$5,000/day

## Optional Modules

OU Search™	Web-based site search tool includes spidering engine that reads each page of the website and builds a searchable index	\$750 setup plus annual license:
	Up to 1,000 files	\$500
	Up to 2,500 files	\$1,000
	Up to 5,000 files	\$1,500
	Up to 10,000 files	\$2,000
	Up to 15,000 files	\$2,500
	Up to 20,000 files	\$3,000
TrueCost Calculator™	A simple and straightforward cost of attendance estimator that allows you to specify your tuition, fees, merit aid, and more; offered through OmniUpdate's partnership with Noel-Levitz	\$6,500/year (3-year bundle)
Interactive Campus Map	A turnkey and completely customizable map that creates a virtual tour of your campus; offered through OmniUpdate's partnership with nuCloud	\$1,000 setup plus annual license:
	Interactive Campus Map Platform	\$4,000/year
	Optional map illustrations (2D Vector, 3D Vector, 3D Raster, 3D Sketches)	TBD



**Exhibit F**

**College's Request for Proposals, with Addenda**

[See ATTACHMENT 3]



## Request for Proposals Advertisement

<b>RFP No:</b>	15-CC-Content Management System
<b>RFP Description:</b>	Content Management System
<b>Advertisement Date:</b>	October 30, 2014
<b>Conference Date:</b>	November 7, 2014
<b>Technical Questions Due Date:</b>	November 12, 2014
<b>Proposals Due Date and Time:</b>	November 21, 2014, no later than 2:00 pm

Suffolk County Community College (College) solicits proposals from qualified companies for the above referenced services.

Proposals must be returned to the Suffolk County Community College Procurement Office located on the Ammerman Campus, 533 College Road, NFL Building Room 11, Selden NY 11784 by the date and time indicated above. Late proposals will not be accepted.

Specifications for this RFP and other associated attachments are available through the College's Office of Business and Financial Affairs. They can be obtained by e-mailing [castanb@sunysuffolk.edu](mailto:castanb@sunysuffolk.edu); or on the College's website at:

<http://www.sunysuffolk.edu/administration/businessaffairs/requestforproposals/index.asp>

Proposals must be made upon and in accordance with the forms and documents provided by the College, which will contain accompanying instructions to proposers.

All questions and inquiries regarding this RFP should be submitted in writing to Beatriz Castaño, Administrative Director of Business Operations at [castanb@sunysuffolk.edu](mailto:castanb@sunysuffolk.edu).

To assist us in communicating quickly, all prospective proposers are requested to complete and return the "Bid-RFP Vendor Registration Form" via fax to **631-451-4404** (or email to [zelmani@sunysuffolk.edu](mailto:zelmani@sunysuffolk.edu)) as soon as possible. This will assist in providing the Procurement Office with proposers' contact information so that if RFP addenda are issued, the College is able to notify proposers in a timely manner. The College will not be responsible for addenda notification if the referenced form is not submitted prior to the RFP due date.

**Law No. 15-CC-Content Management System**

**Advertised: October 30, 2014**

**Request for Proposals for  
Content Management System  
Suffolk County Community College**

**Request for Proposals (RFP)  
for  
Content Management System  
at  
Suffolk County Community College**

**Technical Questions Due: November 12, 2014  
Proposer's Conference: November 7, 2014  
Proposals Due: No later than 2:00 P.M. on November 21, 2014**

For additional information, contact:  
Beatriz Castaño  
Administrative Director of Business Operations  
Phone: 631-451-4435  
Fax: 631-451-4404  
E-mail [castanb@sunysuffolk.edu](mailto:castanb@sunysuffolk.edu)

**All Proposals must be signed in ink and accompanied by a signed transmittal letter,  
County Disclosure SCEX Form 22 and Bid Certification SCPD-7**

**Late Proposals Will Be Rejected**

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**Section I**  
**Administrative Information**

**1. Purpose of RFP**

Suffolk County Community College (College) invites proposals (Proposal(s)) from qualified companies (Company) to provide a Content Management System (CMS) to publish an Internet website for public consumption and an Intranet site for internal audiences.

The public Internet site will focus on marketing strategy that will:

- a. Increase awareness of current and future College programs to drive higher enrollment rates.
- b. Project a positive image of the institution
- c. Convey who we are in an elegant and efficient manner
- d. Showcase content in synergy with an editorial calendar

The Intranet site will only be available to internal populations and provide the means for functional clients to provide information to and interact with their internal audiences.

Companies may propose on-premises or hosted solutions that utilize either open source or proprietary software. Proposals must include training and options for support which is to include assistance in the development of page templates and plug-ins, and in the conversion of existing webpages into the new system. The College will choose the best overall solution in accordance with the criteria set forth in this RFP.

**2. Background Information**

- a. The College is a non-resident, public, two-year college with three campuses (located in Riverhead, Brentwood and Selden) and extension centers located throughout Suffolk County. The primary audience for its Internet site is the residents of Suffolk County. Other colleges in the area are: SUNY Stony Brook, Nassau Community College, St. Joseph's College, Adelphi and Dowling.
- b. The College annually enrolls approximately 27,000 students (head count).
- c. The College is currently using Open Text, RedDot v10.1 on-premises but finds the system can no longer support all its business and operational goals, particularly with respect to its digital marketing initiatives. The College expects to publish the core of its new Intranet site by April 2, 2015. It is currently involved in a review and redesign of its website and expects to have all existing content divided between external and internal audiences and a new navigation structure with a new look and feel available for implementation in the new CMS.
- d. Utilization statistics from the College's current Website are listed in Appendix A.

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**3. Coordinating Departments**

**a. Prior to Award of Contract**

The College's Office of Business and Financial Services (contact listed below) is responsible for coordinating the issuance of the RFP.

Contact: Beatriz Castaño, Administrative Director of Business Operations  
Suffolk County Community College  
533 College Road, Rm. 11, NFL Building  
Selden, New York 11784-2899

Tel: (631) 451-4435

Fax: (631) 451-4404

E-mail: castanb@sunysuffolk.edu

**b. After Award of Contract/Prior to Execution of Contract**

The College's Office of Legal Affairs will be responsible for coordinating with Company regarding the negotiation and execution of the contract.

**c. After Execution of Contract**

The Office of Business and Financial Services is responsible for administration of Company's contract, including payments.

**4. Evaluation Committee**

A College Evaluation Committee will make the final selection of Company. The Evaluation Committee may include, but not be limited to:

- Associate Dean for Computer and Information Systems
- Associate Dean for Instructional Technology
- Website Manager
- Data Control Supervisor
- Computer Center Professional Assistant
- Computer Center Technical Representative
- Library Representative

**5. Administrative and Technical Questions**

- a. Administrative Questions** may be submitted in writing to the contact listed in paragraph 3 above. E-mail and fax are acceptable; e-mail is preferable.

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b. **Technical Questions** must be submitted in writing on or before November 12, 2014, to the contact listed in paragraph 3 above. E-mail and fax are acceptable; e-mail is preferable. Companies are encouraged to submit questions prior to the Proposer's Conference, to enable full discussion at the Proposer's Conference. The College Evaluation Committee will develop responses to the technical questions. Responses will be issued by the College in the form of an Addendum to this RFP, following the Proposer's Conference.

c. **Office of Business and Financial Services is Sole Contact during RFP Process**

All communications during the RFP process should be directed to the Office of Business and Financial Services or, as appropriate, the College's Office of Legal Affairs. Communication with any other College or County employee or any member of the College Evaluation Committee or any incumbent company for the goods and services being procured pursuant to the RFP may be cause for disqualification from the RFP process.

**6. Proposer's Conference**

A Proposer's Conference for this RFP will be held on November 7, 2014 at 10:00 AM at the Ammerman Campus in the NFL Building, Room 11, Suffolk County Community College, 533 College Road, Selden, NY 11784. Proposers are strongly encouraged to attend the conference.

In addition, Companies are encouraged to visit the existing website to familiarize themselves with this project. The College's current site is at: [www.sunysuffolk.edu](http://www.sunysuffolk.edu). A draft of the new website design is available at: [www.sunysuffolk.edu:8280](http://www.sunysuffolk.edu:8280)

**7. Due Date for Proposals**

Proposals must be submitted to the attention of Ms. Beatriz Castaño, at the address listed in paragraph 3 above by November 21, 2014 no later than 2:00 p.m. In the interest of fairness to all participants, no extensions or exceptions will be permitted, unless issued as an Addendum to this RFP and applicable to all companies.

**8. Number of Copies**

One hardcopy original and 9 copies of the Proposal are required, plus one copy on a flash drive using an MSWord or PDF format. Envelopes or boxes containing RFP responses must be clearly marked with the title of the Request for Proposal. Failure to properly mark the responses may be cause for disqualification.

Do not submit Proposals that are permanently bound.

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**9. Proposal Format**

Proposals must include the following:

**a. Transmittal Letter on Company Letterhead**

Signed by a corporate officer or an authorized agent of Company

**b. Company Profile: Response to Questions set forth in Section II**

This section will be used in the College's evaluation of Company's general qualifications. Use the format (expand as appropriate) set forth in Section II, entitled "Company Profile." Include information on any significant changes expected in your firm's client base or company operations that would affect your firm's ability to provide services to the College?

**c. Company's Proposed Technical Services/Products: Responses to items set forth in Section III**

This section will be used in the College's evaluation of Company's proposed technical services. Use the format (expand as appropriate) set forth in Section III, entitled "Technical Proposal Requirements."

**d. Company's Cost Proposal: Responses to items set forth in Section IV**

**i.** This section will be used in the College's evaluation of Company's proposed fees. Use the format (expand as appropriate) set forth in Section IV, entitled "Cost Proposal." The Cost Proposal must be submitted in the same package as other items requested by this RFP, but must be in a separate sealed envelope labeled "Cost Proposal."

**ii.** One original and 9 copies of the Cost Proposal are required, plus one copy on a diskette or CD using an MSWord or ASCII format. Do not submit Cost Proposals that are permanently bound.

**e. List (if applicable) of Subcontractors**

Identify all subcontractors Company plans to use and the function for which such subcontractors will be responsible. Provide qualifications, including prior relevant experience, for subcontractors anticipated to be used. Failure to include this information in the Proposal may be grounds for disqualification.

**f. Requested Changes to Model Agreement**

Company should identify any items not set forth in the Model Agreement (reference



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Section V) which Company requests be negotiated.

**g. County Disclosure SCEX Form 22**

Three originals, signed by a corporate officer or an authorized agent of Company and notarized, are required. SCEX Form 22 is included in the Section entitled "Legal Appendices/ County Forms."

**h. County Bid Certification Form SCPD-7**

One original, signed by a corporate officer or an authorized agent of the Company. Form SCPD-7 is included in the Section entitled "Legal Appendices/ County Forms."

**i. Living Wage Forms**

One original, signed by a corporate officer or an authorized agent of the company. Forms are included in the Section entitled "Living Wage Law." See that section for instructions.

**j. Certificate of Authorization**

If applicable, Company shall submit with its proposal a copy of its current Certificate of Authorization issued pursuant to § 7210 of the New York Education Law. Company shall also submit with its proposal the Certificate(s) of Authority of any subconsultant or subcontractor who shall perform any professional engineering services under this RFP. Failure to submit copies of Certificate(s) shall be grounds to reject any proposal and disqualify Company as not meeting the necessary minimum qualifications to perform the services required to be performed under this RFP.

**10. Selection Process**

The College will evaluate the submission through a point rating system, set forth below in Paragraph 11. The College may invite firms to make presentations to the Evaluation Committee to demonstrate their qualifications and approach to the project including a demonstration of their system. The College may also request access to a demonstration system so that it may do a hands-on evaluation of the proposed system. The final selection will represent the best interests of the College.

**11. Award Criteria**

**a. General Qualifications**

Consultant's technical expertise, assigned team, size relative to the project, references reflecting similar work and related experiences. See Section II, entitled "Company Profile," for specific requirements.

**Points**

**40**

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b.	<b>Proposed Services/Products</b>	40
	Ability to meet proposed deadline, ability of the system to meet the project's requirements, responsiveness of proposed strategy, recognition of issues and problems, innovative and creative ideas and effective strategies for input and feedback. See Section III entitled, "Technical Proposal Requirements" for specific requirements.	
c.	<b>Cost Proposal</b>	20
	Total cost, record of staying within cost and realism. Provide in a separate sealed envelope. See Section IV, entitled "Cost Proposal," for specific requirements.	
	<b>Total</b>	100

**12. RFP Policies and Procedures**

- a. All RFP documents are available for download from the Suffolk County Community College's website under the following link:  
<http://www.sunysuffolk.edu/Administration/BusinessAffairs/RequestForProposals>  
The Office of Business and Financial Affairs has responsibility for maintaining a control list of all potential Proposers. Companies who intend to submit a proposal must complete "Bid-RFP Vendor Registration Form" included in the RFP documents and submit it to the contact person identified in Section I.
- b. It is the College's intent to select the company that provides the best solution and best value for the College's needs.
- c. Reference is made to the Model Agreement attached (set forth in Section V) for the terms and conditions of the Agreement to be entered into, including indemnification and insurance. The Model Agreement is subject to revision arising out of the terms and conditions imposed by law or deemed appropriate by the College's Office of Legal Affairs.
- d. Company's response to this RFP, as may be subsequently modified in negotiations with the College, may be included as exhibits in any contracts that the College may execute with Company.
- e. The College reserves the right to amend this RFP. The College reserves the right to reject any or all of the proposals, or any part thereof, submitted in response to this RFP, and reserves the right to waive formalities, if such action is deemed to be in the best interest of the College. The College reserves the right to request additional information from any Proposer. The College reserves the right to award negotiated contracts to one or more Companies

- f. The decision to award a contract shall be based on Company's ability to provide quality services and products and to comply with all applicable laws, rules and regulations, including without limitation the local preference and other Suffolk County local laws set forth in the Section entitled "Legal Appendices/ County Forms."
- g. The award of any contract will be made as judged to be in the best interest of the College. The final selection of the company will be made by the College Evaluation Committee, including but not limited to, the representatives set forth in paragraph 4, entitled "Evaluation Committee" of Section I of this RFP.
- h. The College General Counsel acts as counsel to the Evaluation Committee, but does not vote in the selection process.
- i. Each Proposal will be examined to determine whether it is responsive to the requirements of this RFP. All responsive proposals will be evaluated in accordance with the criteria set forth herein.
- j. While the College is under no obligation to contact companies for clarifications, it reserves the right to do so. Depending on the number and quality of the proposals submitted, the College, at the sole discretion of the College Evaluation Committee, may elect to interview all or some of the companies during the selection process and to request presentations, including demonstrations of products and services.
- k. The Company shall bear all costs associated with the preparation, delivery and verbal presentation of their proposal. This RFP is not intended and shall not be construed to commit the College to pay any costs incurred in connection with any proposal or to procure or contract for any services.
- l. Unless agreed to otherwise, the College maintains exclusive ownership of all data provided to Companies by the College or by College populations (students, employees, affiliated vendor employees) as a result of this RFP and/or subsequent contract.

Companies may only access College systems and/or data as agreed to under this procurement. Companies are bound both by the College non-disclosure agreement set forth in the Model Agreement attached (set forth in Section V) and by all College's Information Security policies. Unless special arrangements have been made, the following policies govern vendor arrangements.

- All systems housing college data must be password protected per the college's Access Control and Password Security and Password Creation Standards
- Access to college data is governed by the College's Policy on Information Security Access

- The Transmission and storage of college data is governed by the College's policy on Management Standard of Protected College Information in Transit and Storage
- Encryption must meet the College Encryption & Key Management Standard
- Access to data housed in externally hosted environments must meet the same standard as those stored in College Enterprise Systems. See the policy governing Enterprise Systems Information Security Procedures

I Sec Policies are available at:

<http://department.sunysuffolk.edu/LegalAffairs/5120-7658.asp>

Companies must protect College data it has access to using the same diligence as is in place for Company data. In instances where data is removed or hosted outside of College systems, Companies are liable for any data breaches experienced during the transport and storage as identified under Suffolk County and New York State Information Security Laws.

End of text for Section I

Section II  
Company Profile

1. General Information/Company History

- a. Company Name, e-mail, main address and all branch office addresses.
- b. Describe the nature of your organization (e.g. business corporation, not-for-profit corporation, proprietorship, etc.). If applicable, identify all principals and the ownership interest of each.
- c. Year Company was founded and brief history.
- d. Total number of employees and total number of server administrators (hosted solutions) and CMS support technicians. Include an organization chart as relevant.
- e. For hosted solutions, define the location(s) from which services will be performed, include off-site backup and redundancy/failover sites.
- f. Annual fee income for the past three (3) years.
- g. The general and specific design specialties/expertise and overall resources.
- h. Are there any significant changes expected in your firm's client base or company operations that would affect your firm's ability to provide services to the College? What is the annual turnover rate of your existing clients?
- i. For hosted solutions, what is the total number of Websites that you host and how many sites do you currently host and manage using the CMS you are recommending?
- j. For proprietary CMS solutions, how many sites use this CMS?

2. Expertise of Company, including Qualifications and Experience of Personnel

- a. Describe your Company's experience in providing services and products similar to those requested in this RFP, particularly any projects for governmental entities, colleges or universities.
- b. Higher Education References must be provided. Each reference must contain the client name and address, institution, FTEs, and whether the institutions are public, private, four-year and two-year. Also include a project description, start and end dates of the engagement, and contact name with title and telephone number. Each reference description must also identify whether the project was completed within budget and within the agreed upon timetables. The College reserves the right to contact any client

listed. Consultants should check the references they submit to ensure that each reference and the associated contact information is current. The entire list of references should be clearly identified and separated in the proposal. An incomplete references section may result in disqualification.

- c. Describe the qualifications and background of your staff, insofar as they relate to this project.
- d. Provide the title and role of each team member, including principals. Provide a resume for each team member that includes the team member's technical expertise and experience on similar projects. What is the account representative to client ratio? How long have the account representatives been employed by your firm?
- e. Any and all subconsultants or subcontractors to be employed must be identified in similar detail.
- f. Provide a list of all contracts with the College or the County of Suffolk within the last five years (regardless of type of service) and the time period for those services.
- g. Include any brief supplemental information that may be relevant to your qualifications for the project. Elaborate or superfluous material should not be presented and may count against the company in the evaluation.

### 3. Quality Control

- a. **Operational Plan:** Describe how Company will ensure performance through adequate management, supervision, review and control. What are your preventative maintenance procedures for SQL injections, cross-site scripting attempts, vulnerabilities? How do you handle updates and patching of the software? For hosted solutions, what is your guaranteed up-time? Do you have a Service Level Agreement (SLA)?
- b. **Record and Reporting Systems:** Describe Company's system for self-monitoring and to ensure maintenance of complete and accurate records.
- c. **Operating Problems:** Discuss any operating problems, other than litigation, which you have experienced within the past five years, and their resolution.

### 4. Financial Viability

#### a. Financial Statements

Submit current financial statements prepared and certified by an independent CPA, or internal statements if certified statements are not available or have not been issued within the past twelve (12) months.

- b. **Indebtedness to County and/or College, Liens and Litigation**
  - i. Submit a statement as to indebtedness, if any, to the County and/or College.
  - ii. Submit a listing of all outstanding liens, if any, against Company.
  - iii. Submit a summary of litigation, if any, against Company and its disposition.

**End of text for Section II**

**Section III**  
**Technical Proposal Requirements**

**1. Project Overview:**

The Project will include the purchase/license and implementation of a Content Management System with knowledge transfer, operation training and support for converting existing templates to the new system. The system is planned to be in use by January 2015 for a go live of a new Internet site by April 2, 2015

The strategy of the College is to launch the new website which will provide increased awareness of current and future programs, project a positive image of the institution, and convey who we are in an elegant and efficient manner by showcasing content in synergy with an editorial calendar.

The College Internet website consists of pages and content supporting multiple departments. The pages will serve as the primary landing site for campaigns targeting various audiences. Most of these pages will be updated by a Website Manager who has the skill-set to present content in a way that will effectively communicate the benefits of the College to the targeted audience. Some of the pages will require content managers to update text, and perhaps images as it relates to their departments.

Our roadmap for this website and CMS is to use it as a marketing and communications tool to drive awareness and enrollment while integrate it with other paid, social and mobile channels. The College requires a CMS that will support best practices both from a marketing standpoint (speed, SEO, metrics and measurements) and code deployment processes.

The College Intranet sites will be maintained by content owners from individual functional departments and will focus on providing information and collaboration for internal audiences.

**2. Technical Proposal Requirements:**

The proposed system must:

- Provide the College with a easily learned developer's toolset, to create templates and plugins to deliver a design that takes advantage of the ongoing advances in web content presentation (Ex. Html 5, Ajax, JQuery, Responsive Design...) and integrate content sharing and social publishing strategies (ex. Blogs; RSS; integration with Facebook, Twitter, and YouTube ...)
- Provide the means of accessing and presenting content from external data sources including Oracle and SQL Server databases.
- Provide the ability for the College's Institutional Advancement to own and maintain the website to increase content marketing activities and require a minimum reliance on the College's IT department to operate and maintain the system.



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- Provide an easy-to-use editing interface to allow the College's many content contributors to provide and maintain information within their functional areas, without interacting with the page design and styling.
- Implement appropriate roles and permissions such that content providers have the ability to provide content in specific areas on pages under their jurisdiction, and have this content reviewed and approved before publication. The following are the roles envisioned within the system:
  - CMS Administrators – Design site, create and modify templates, control content, manage other system users and roles.
  - CMS Content Editors – Can manage and publish specific areas of content. Traditionally, editors review posts by contributors and schedule them to go live
  - CMS Author – Can publish their own content specific to their area.
  - CMS Contributor – Can create content but cannot publish it. They need to submit for review to Editors.
  - Web Site Subscriber – The website user... has the ability to subscribe to a site and view/contribute specific content if desired.

The proposed solution must include:

- The ability to migrate existing content to the new platform and be live by 4/1/2015.
- The ability to manage content going forward by following an editorial calendar and seamless workflow approval process, regardless of specific browser or OS.
- The ability of the system to provide a guaranteed up-time of 99.9% both for content development and audience access, and a load balanced architecture.
- The ability to authenticate user against the College's Active Directory preferably by federating through Microsoft's ADFS.
- The ability to support the traffic and bandwidth requirements as noted in appendix A.

In addition to describing how the Company's solution meets the above-noted requirements, the Company is required to identify how their system supports the project's individual technical requirements using a copy of the table below. In each of the areas, identify if the feature is Out of the Box, requires custom implementation services or requires optional add-ons. Feel free to include notes in the third column and screenshots in an appendix to illustrate/expand on your response.

Capabilities and Requirements	Vendor Response (Out of the Box, Custom Implementation, or Optional add-on)	Additional Vendor Details
<b>Content Creation and Editing</b>		
Does the CMS support content editing, including support for rich text with HTML and style (CSS) enforcement?		

<p>Does the CMS support “in-context editing” with a WYSIWYG environment showing the edits in the context of how those edits will appear in the resulting Web page(s)?</p>		
<p>If a third party editor is used, what is the name and version of the editor. Are other editors available?</p>		
<p>Does the CMS support structured content editing, which guides the content contributor through the process of creating content to ensure consistency?</p>		
<p>Does the CMS allow editing from Microsoft Word? Does it support any “clean up” of characters and other formatting issues that often occur with content originating in Microsoft Word?</p>		
<p>Does the CMS provide the ability to create and maintain shared assets that are used throughout one or multiple websites?</p>		
<p>Can individuals with CMS permission search to find existing reusable content?</p>		
<p>Does the CMS provide a means to browse reusable content available in the content repository?</p>		
<p>Does the CMS provide common “library services” including check in and out, revisions and versions?</p>		
<p>Which of the following content types are supported out-of-the-box?</p> <p style="padding-left: 40px;">Rich Text</p> <p style="padding-left: 40px;">Plain text</p>		

HTML		
Image		
File (PDF/Word/etc)		
Calendar Events		
Flash		
Video		
Structured Content		
Does the CMS provide the ability for the Administrator to add components such as forms, calendars, slide-shows etc. . . for rapid deployment?		
<b>Meta Data Management</b>		
Does the CMS support editing of metadata by content contributors, including structured information such as publication and expiration dates, titles, and call-outs?		
Does the CMS provide both open ended "tag lists" of pages, as well as a controlled hierarchy of "categories" for site visitors to select from?		
Can these tags and categories lists be used across all site content, from blog posts, to landing pages and other pages to best promote click through from one page to the next?		
Does the CMS allow for meta-data tagging using the schema.org taxonomy?		
<b>Blogging</b>		
Does the CMS provide a built-in, integrated blog?		
Does the CMS allow multiple blogs.		

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within one website?		
Does the CMS allow RSS feed generation for blogs?		
Does the CMS allow for comments and comment moderation on any page?		
Does the CMS allow blog content to be intermixed with other site content, pages and related link lists?		
<b>Social Media</b>		
Can the CMS display external social site content?		
Does the CMS allow for external RSS feeds to be displayed inline?		
Does the CMS have social sharing widgets?		
Does the CMS allow for comments to be used on any site page?		
Does the CMS provide the ability to generate polls?		
<b>SEO</b>		
Does the CMS ensure that Page Title, Page Summary and other critical SEO elements can be created even by casual content contributors?		
Does the CMS identify pages that are missing critical SEO elements?		
Does the CMS provide marketers the ability to create and track URLs that are keyword, search and user friendly?		
Does the CMS provide marketers the ability to retain URLs when changes		

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are made to avoid broken links from search engines?		
Does the CMS provide redirects for pages that are deleted?		
<b><i>Analytics</i></b>		
Does the CMS provide out of the box integration to Analytics platforms? Which?		
Does the CMS allow internal marketers to determine how content publishing activity impacts site traffic?		
Does the CMS allow internal marketers to determine where on the site to publish new content?		
Does the CMS allow internal marketers to determine how frequently to update or create new content based on site traffic goals?		
<b><i>Design and Templates</i></b>		
Does the CMS provide a page building and layout environment where users can select or drag and drop from a palette of page elements to change page designs?		
Does the CMS provide out-of-the-box responsive templates? Does the CMS support content designed in Bootstrap and/or Foundation?		
Can mobile templates and themes be used to style the same content differently on mobile vs. main site?		
Does the CMS provide the ability to create a design by modeling it on an existing site or design?		

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Can designs from third party designers be imported?		
Can design changes be easily applied to existing pages?		
What coding skills are required to change existing designs?		
Can designers preview what pages will look like on various mobile devices?		
<b>Navigation</b>		
Does the system provide a WYSIWYG capability to maintain site navigation?		
Does the system provide out-of-the-box breadcrumb capabilities to include in the site?		
Does the system provide the ability to create lists of pages based on directory, tag or category that update automatically as new content is created?		
Does the system provide support for mega-menus?		
Does the system provide support for "hamburger" navigation when viewed on a mobile device?		
Does the system provide out-of-the-box core site navigation? Does it automatically maintain page locations in a sitemap as they are added to the system?		
<b>Roles and Users</b>		
How are users and user authentication managed? Can you reuse existing user logins and directory systems (LDAP,		

Advertised: October 30, 2014

Active Directory)? Can authentication be federated against the College's directory services through Microsoft's ADFS?		
Are there limits to the number of users that can be added as content contributors?		
Can you create custom roles and associate users to roles through an easy-to-use administrative interface?		
Can a given user be assigned to multiple roles? Are permissions cumulative?		
<b>Workflow and Governance</b>		
Does the system provide the ability to define workflows through an easy-to-use administrative interface?		
Can the workflow include multiple levels of approvals?		
Does workflow include the ability to determine which roles have access to perform which actions at each step of the workflow?		
Does the CMS support multiple workflows to support multiple sites or sections of the site?		
Can workflow be highly granular, meaning that workflow could be as detailed as a specific page or a specific element on the page?		
How does the CMS automate notification to users and roles when there is content for review?		
Can the CMS schedule a page to go		

Advertised: October 30, 2014

live and expire (come down from the site)?		
Does the CMS provide a full revision history of changes made and who performed them?		
Does the CMS allow older versions of content to be promoted to the live site?		
Does the CMS provide validation on content and metadata, such as required fields or allowable types of content by field (e.g. only email in an email address field)?		
Does the CMS provide a means to bulk upload content such as files and images?		
Does the CMS provide a preview function so users can see page content before it is approved? Can a page be published to a draft website for review and then published to the live site after approval?		
Can pages be viewed on mobile devices?		
Is the CMS decoupled from the web server? If not, how is the published site protected from the application server?		
Can different sites be published to different web servers?		
Does the system allow versioning of templates and pages?		
Does the system support the use of a code repository such as GitHub or Subversion? If so, how is code managed through a depository?		



Advertised: October 30, 2014

Does the CMS support exporting templates as an XML file?		
Can content be added to an internal database that can then be used to feed information on various page? An example of this might be a college personnel directory.		
<i>Integration</i>		
Does the system provide integration to marketing automation systems such as Eloqua, Marketo, Hubspot, etc? Please describe how page tracking can be implemented.		
Does the system provide integration to analytics platforms?		
Does the system provide ability to integrate third party applications on a page?		
Does the system provide the ability to integrate with calendaring applications?		
Does the system have methods for securely connecting to external databases to display information from these systems? If so, is there a built in access language or are languages such as ASP.net JSP, or PHP supported?		

The Questions that follow are focused on processes and do not lend themselves to an out of the box vs. custom build designation.

Capabilities and Requirements	Vendor Details
<b>Implementation</b>	
Describe the template creation, definition, and edit process required to deploy your product for our web site(s) including skills, any code or markup languages required, tools used or required.	
Describe the process used to define Site Navigation or "information architecture." Who can move site sections and subsections, what skill is required to rearrange sections in a site? When site sections are moved or reorganized what impact does this have on templates, design and markup or other site code?	
Describe how site features and functions are implemented, such as comments, link lists, image galleries and other features described above.	
What skill is required to make changes to site functionality? Does this involve changing CMS code? What QA and deployment processes are recommended when changes to site functions are made?	
Describe the upgrade process for the CMS? Are there categories of upgrades (major and minor)? Do all site functions continue to work on all upgrades without re-implementation? What re-implementation if any has been required for past upgrades of your software?	
How frequently are releases? How many releases per year contain new	

Advertised: October 30, 2014

functionality as opposed to just bug fixes?	
Implementation Services. Describe your implementation services offerings and typical implementation plan. If partners are used, please provide information on your partner strategy, and specifically how you view the role of partners in the successful use of your software.	
Implementation Time. Describe the time to implement that is typical for customers with a site or Web presence (site functions, channels, etc.) similar to ours.	
Redesign implementation. Describe what's required for a redesign post-implementation. Is new custom development required? What skills are needed to implement a redesign? Can existing elements and content be reused? How is content migration completed?	
<b>System Requirements and Architecture</b>	
What operating systems are required?	
Does the CMS ship with a content repository?	
What browsers and client/desktop operating systems are supported? (e.g. IE, Firefox, Windows, MAC)	
Do the Web Delivery and Content Management tiers share the same software?	
Can other Web Delivery code and Web applications share the Web Delivery environment? Does your Content Management system become our Web server and Web application server?	

Advertised: October 30, 2014

What Web servers are required and/or supported? How many web servers are required in a multi-tiered model?	
What Web application development environments are supported? (Java/JSP, .NET/ASPX, LAMP, PHP etc.)	
Is the CMS available on premise or cloud hosted or both?	
<b>Services and Support</b>	
Define the active support network, current resources with the expertise to enhance, or remediate any issues with the CMS.	
Please list all training and documentation that is offered around your system.	
Describe your Technical Support model (SLA), escalation procedures, communication, time zones, forums.	
<b>Security</b>	
Elaborate on the security of your CMS. For example, cross-site scripting, SQL injections and comprised systems. Discuss patching, remediation etc.	

The Company's proposal shall:

1. Indicate your understanding of the project requirements and demonstrate a thorough recognition of the problems to be addressed.
2. Describe your implementation methodology, including average implementation time and summarize how you will respond to the specific project scope of work, identifying any innovative or creative design approaches or strategies.
3. Describe the level of continual two-way communication you will maintain with the implementation team during the various project phases.
4. Discuss any specific or special qualifications for this project.
5. Respond to specific questions on system functionality as noted in this Section III.

End of text for Section III

**Section IV  
Cost Proposal**

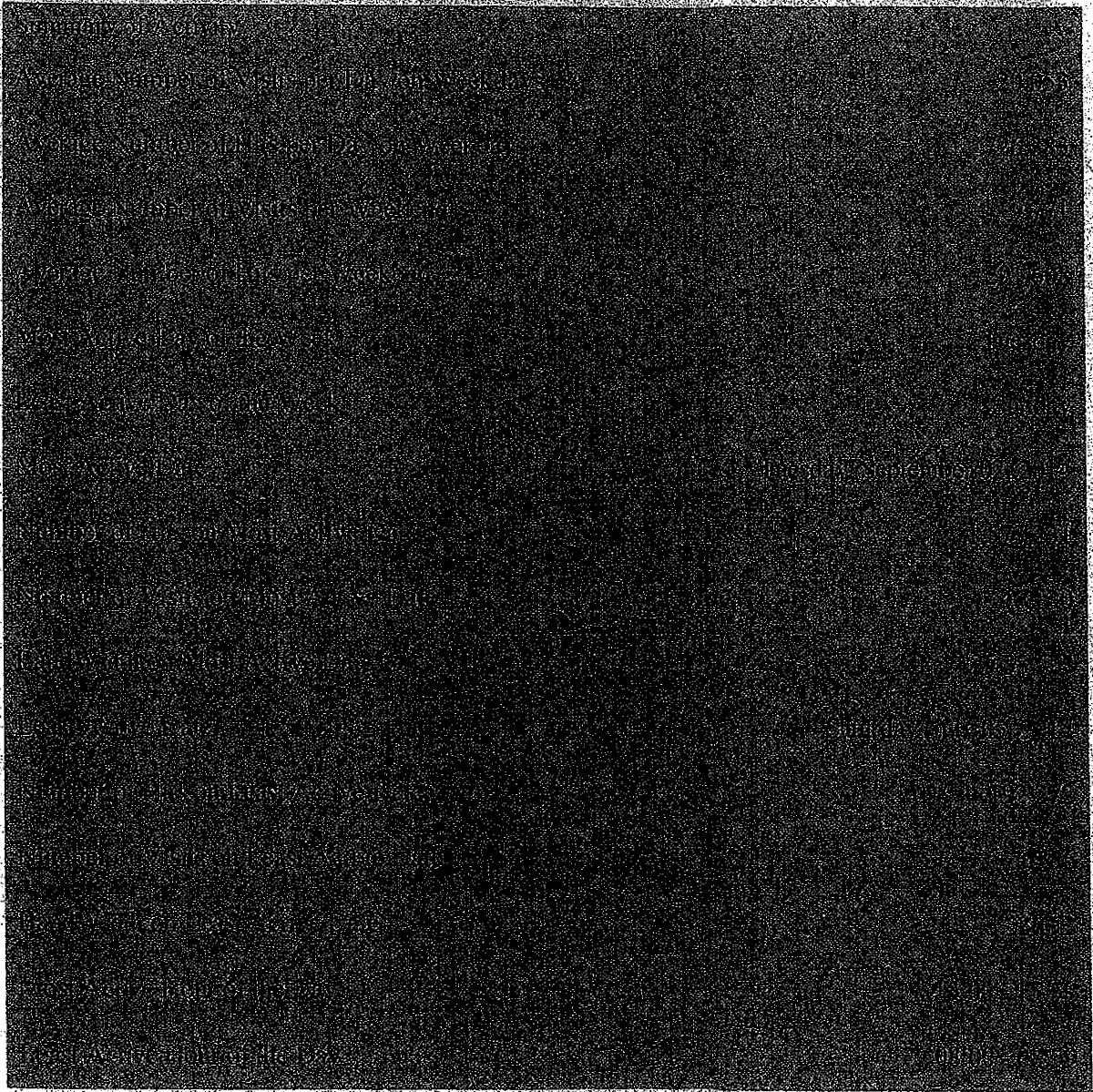
1. Cost proposals must be provided in a separate sealed envelope.
2. Consultant should provide all information it deems necessary to explain or clarify its Cost Proposal. Please include the following in the proposal:
  - Please describe your license methodology or structure.
  - Identify as separate items, the costs for software licenses, system implementation services, system implementation and administrative training, end-user training, template development support, content migration. If a hosted solution is proposed include separate items for system hosting.
  - Do you offer any additional components/options that incur additional cost? Please list all components whether they are relevant to our project or not.
  - What is your typical contract length for clients in the higher education category?

**End of text for Section IV**

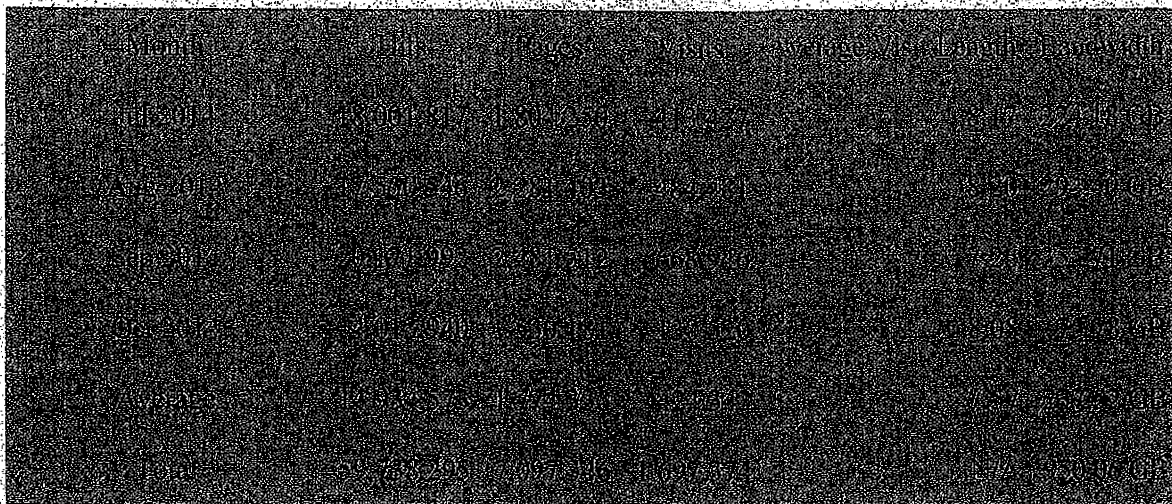
APPENDIX A

Time range: Tue, Jul-01-2014 0:00:00 AM - Tue, Oct-07-2014 23:59:59 PM

Summary



Activity By Month





November 4, 2014

**ADDENDUM NO. 1**

**REQUEST FOR PROPOSAL NO. 15-CC-Content Management System  
CONTENT MANAGEMENT SYSTEM**

**Attention to Proposers:**

This constitutes Addendum No. 1 to the referenced Request for Proposals (RFP). This Addendum consists of this cover page, and offers prospective proposers an opportunity to join the Proposer's Conference scheduled for November 7, 2014 at 10:00 AM via WebEx using the following instructions:

**Join WebEx:** Meeting Number: 574 220 000  
Meeting Password: Meeting1

**Join by phone:** 1-408-792-6300  
Access Code: 574 220 000

**The proposal due date and time of November 21, 2014 at 2:00 PM remains unchanged.**

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

*Beatriz Castano*

Beatriz Castano  
Administrative Director of Business Operations

Acknowledged and Subscribed to:

Firm Name: \_\_\_\_\_

By: (Sign in ink) \_\_\_\_\_

Title: \_\_\_\_\_





November 14, 2014

**ADDENDUM NO. 2**

**REQUEST FOR PROPOSAL NO. 15-CC-Content Management System  
CONTENT MANAGEMENT SYSTEM**

**Attention to Proposers:**

This constitutes Addendum No. 2 to the referenced Request for Proposals (RFP). This Addendum consists of this cover page and eight (8) additional pages which provide answers to questions raised by prospective Proposers.

The proposal due date and time of November 21, 2014 at 2:00 PM remains unchanged.

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

*Beatriz Castano*

Beatriz Castano  
Administrative Director of Business Operations

Acknowledged and Subscribed to:

Firm Name: \_\_\_\_\_

By: (Sign in ink) \_\_\_\_\_

Title: \_\_\_\_\_

**Addendum No. 2 - Content Management System RFP**  
**Responses to Questions Raised by Prospective Proposers**

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- 1) The RFP states that we are not to submit proposals that are permanently bound. Is this the case for all 9 copies as well, both technical and cost? Is a three-ring binder considered "unbound?"

Yes, this requirement applies to all copies. Cost proposals must be submitted in a separate sealed envelope. A three ring binder is acceptable.

- 2) Will Suffolk County Community College require content migration?

This is not required; however it can be listed as an option.

- 3) Does Suffolk County Community College prefer that the CMS be installed locally on your own servers, or provided as a software-as-a-service (SaaS) or cloud solution?

The College has no preference and wants to review both approaches. If the company offers both approaches, it would be advantageous for both approaches to be included as options.

- 4) Do you have an estimate of the number of authorized users (content authors, content approvers & administrators) that will require access to the CMS?

In our current system, we have 10 users with administrative privileges and 150 individuals with either content provider or content approver privileges, depending upon the site. Access to the system is governed by 3 concurrent administrator licenses and 10 concurrent author/editor licenses. If your system also uses concurrent licensing, please assume we need 5 administrative licenses and 15 user licenses. If the user licenses are further divided by content provider and approver, please include 8 content providers and 7 approvers with options for more licenses to be added at a later date.

- 5) The RFP requests information on Company self-monitoring and how we ensure maintenance of complete and accurate records. Can you provide further clarification on this question. Is this in reference to maintenance and reporting of the CMS (such as release notes), or the Company's day-to-day operations (such as accounting practices)?

This refers to the internal process the company uses to maintain the quality of their systems and services. For example:

- How do you document software and/or system issues?
- What is the internal procedure in place to addressing/resolving problems after they are identified?
- How do you report these issues and their resolutions to your client base?
- If hosting is proposed, how does the company monitor visitor and server utilization and keep records on utilization stats, drive space, bandwidth etc? How is this information available to the College?

- 6) We went through the existing site, <http://www.sunysuffolk.edu/> and the new proposed design <http://www.sunysuffolk.edu/S220>

- a) Is the new design final? How close to final is this design?

No, not final. General look and feel is approximately what we will be looking for. Content will be significantly reduced from the public facing site so we expect a significant amount of

shuffling between the Internet and Intranet and combining of pages in both areas. In addition, we still have some work to do on the responsive designs.

The navigation shown on the left side menus are from the navigation architecture of our current site. They have not been optimized for the new navigation so additional work and navigation decisions still need to be made.

- b) We are assuming that the menu is dynamic based on the pages that get created – please confirm.

For most pages, yes, but the mega menu contained in the header and the tiles shown on the Sample "About Suffolk 2" (<http://www.sunysuffolk.edu:8280/About/3309.asp>) page do not necessarily need to be automatically generated, unless your system has a good solution for those. While these can be automatically produced in RedDot we determined that it is not worth the effort.

- c) Is the academic calendar integrated to any external system, or will be managed in the CMS? If external, what system is it, and what kind of connectivity/API does it provide?

The calendar is not be managed by the CMS. All calendars come from an event management system called 25Live ([http://corp.collegenet.com/products/25Live\\_overview.html](http://corp.collegenet.com/products/25Live_overview.html)). They are published using JavaScript snippets placed in containers on the page.

- d) What is the relationship between the top menu and left side menu? When clicking through the top nav, the left menu often does not match.

The menu navigation is still under development. The top menus will form the basis for the main sections of the website. The method for displaying menu items in the left side menu as subsets of these areas is still under discussion.

- e) Does the course/class information come from an external system, or will be managed in the CMS? If external, what system is it, and what kind of connectivity/API does it provide?

If referring to the curriculum and course display on the sample department page, <http://www.sunysuffolk.edu:8280/Students/3322.asp>, material from the former is coming from a text file and the later from a SQL database using asp. These will eventually come from an online college catalog application. The selection of the college catalog tool has not been made yet.

The course schedule comes from Ellucian's Self Service Banner product. We expect the only way to show this would be with a link to the external system and not a page living in the CMS. The Banner page is at:

[https://lighthouse.sunysuffolk.edu/pls/prod/bwckschd.d\\_disp\\_dyn\\_sched](https://lighthouse.sunysuffolk.edu/pls/prod/bwckschd.d_disp_dyn_sched)

- f) There is a google translate plugin on one of the pages -- is this going to be standard across ALL the pages, or only certain pages? What is the criteria for this showing?

No decision has been made as to this approach. Its presence is on several of our current pages and was included when the content rolled to the demo design in RedDot. In the minimum, it would probably need to be placed in the page header instead of its current location within the left side menu. We would probably look to use a parameter to

determine if the link shows or not. Pages with the plugin on our current site (not the demo site) are primarily those dealing with Admissions. This was requested by our Admissions department.

- g) The library page – where is this searching? (external or data in CMS?) If external, what system is it, and what kind of connectivity/API does it provide?

External system. This is part of the SUNY library system. The search is a simple form that passes data to the external system and brings up the results in the external system.

- h) Articulation agreements – we are assuming this data can live in the CMS?

This is currently coming from a SQL Server database using asp. It is maintained outside of the our current CMS. We would be interested in other options if these proved to be a better approach.

- i) Search for syllabi – is this searching in the CMS or an external system where this data lives? If external, what system is it, and what kind of connectivity/API does it provide?

Same. This is coming from a SQL Server database using asp which is maintained outside of the CMS. We would be interested in other options if these proved to be a better approach.

- j) Is there a student portal section anywhere where students can log in and have their information/coursework, etc.

Yes, the college has a portal where business transaction and record management takes place. The portal is an Ellucian/Banner version of a Liferay portal which connects to an application called Self Service Banner. This will remain part of our online presence and is not part of the CMS.

- k) Is there an online application process?

Yes, for matriculated students this is part of Self Service banner. For non-matriculated students it is an online form that is processed manually

- l) Is there an online tuition/fee payment process?

Yes, done through the Portal.

- m) Where are the college videos hosted currently? I.e. Is it on youtube or some other streaming site?

Most are on YouTube and YouTube is the plan moving forward.

- n) The RFP mentions a subscriber functionality, where users can view/contribute specific – we didn't see any examples of this (we were assuming it is behind a login) in the new design.

We do not have this feature within our homepage structure. It is something we are interested in and would like to the CMS to have this capability. See the answer below.

- 7) In going through the site, there are many section that can be personalized, and targeted based on user personas (something sitecore supports)

- a) What is the overall marketing/customer engagement plan?

The marketing strategy is under development. We have not developed user personas yet, but it is something on the list of to-do items. We do plan on developing an integrated marketing plan that is measurable and delivers actionable insights. We are moving toward a

roadmap of making intelligent communications decisions by using data, as opposed to our current approach of "there's something new to talk about, so let's publish it". Our vision is to move toward a campaign approach leveraging all communications channels in order to achieve better results. The primary goals for the new publicly facing website are:

- To increase awareness of current and future programs to drive higher enrollment rates
- To project a positive image of the Institution
- To convey who we are in an elegant and efficient manner
- To showcase content in synergy with an editorial calendar

Our target audiences are:

- Prospective students (High School and Adults)
- Prospective students (Continuing Education)
- Current Students
- Community
  - Promote SCCC Events open to the public.
  - Increase exposure of facilities to help attract more external clients (Special Events Office).
- Alumni and Donors

- b) Was customer experience and engagement taken into consideration when designing the site? i.e. – are there area already designated as something that can be changed/targeted personalized?

The current website does not have any areas that are personalized. This is a feature we are looking to add with the new design. We our discussing personalization based on user group login (see target audiences above for example).

- 8) What kind of access level will be provided to the ADFS and LDAP environment for development purposes? Where are the ADFS and LDAP environments?

The selected company will work with our Computer Center during development to create the connections to ADFS, LDAP or CAS if the latter is preferred. Our directory services are on campus but we also have a synchronized version at the SUNY ITEC facility in Buffalo where our Banner and Portal instances reside.

- 9) We noticed that the existing site is built in classic asp –

- a) Is there a content database that is being used on the site?

The site is produced using RedDot v.10.1.1. RedDot uses a SQL Database to house the page elements which are used to publish the site on a separate server.

- b) Are the pages dynamic or static?

We choose to have RedDot produce asp pages so that all pages include dynamic content for emergency messaging. Other pages also contain feeds from a content SQL Server database as described above. This database also provides the directory search and access to various other data sources not housed in RedDot.

- c) How are the pages structured?

Page structure comes from RedDot. Pages are made up of various template containers that provide a standard header, footer, automatically generated navigation components and

content areas. The asp has been added by the college for emergency messaging and is included in each master page template.

- d) **Would we have access to a test version of the content, where we can test data migration?**  
That can be arranged.
- e) **What external integrations does the site currently have?**  
The asp primarily connects to a backend SQL Server database where dynamic content is stored as noted in several answers above.

#### 10) Intranet

- a) **What will the design for the intranet look like?**  
The Intranet design will be done after the Internet migration is complete. Initially we will simply move the current site to an Intranet location and then design its new environment. It will probably have the same look and feel.
- b) **Typically, an Intranet has a lot more integrations to local systems than the internet. Can you please describe, in high level:**
  - i) **What kind of external systems will the intranet integrate with?**  
This is not a classic Intranet site with transaction capabilities. The College will continue to utilize its existing portal (Banner-Liferay) and course management system (Blackboard) for the integration to our backend business systems. We see this Intranet site more for the delivery of information that is only of interest to our internal populations.
  - ii) **What kind of internal systems will the intranet integrate with?**  
Database feeds for dynamic content would probably be the extent of the integration though we would be interested in other options.
  - iii) **What integrations are in place today?**  
Same as noted above.
- c) **What the launch date for the intranet? The internet launch date is specific to 4/15, but there isn't any clear launch date for the intranet.**  
No clear date. We will repurpose the current site on a login-based server and then plan a more extensive transition. The requirement is that the CMS have the capability of eventually publishing the Intranet site.

#### 11) Assumptions – at this stage, can you give an indication as to whether these assumptions appear to be true?

- a) **We will get the design in HTML, as it is on the <http://www.sunysuffolk.edu:8280> site**  
If the system offered is template-based, we can provide the html code currently in use for these items as samples for the development of similar templates. If the college chooses to engage the company to also convert content, these can be provide in document formats as we expect that new pages will probably be made up of content edited from several existing pages.

- b) We will get a test environment to test the ADFS and LDAP connectivity for development purposes, and UAT.  
We have normally provided vendors access to a test instance that continues to live at the College for the purpose of testing authentication.
- c) Development will be done locally on company premises, with CI (Continuous Integration) process to build out to the proposed hosting environment.  
This depends on the solution offered. If the company is proposing a hosted solution than this is correct but the College will need access to do the development per an agreed upon implementation plan.
- 12) Is there a set budget for this project? If yes, how much is it? Is this budget set for the WCMS or is it also for implementation and migration?  
No set budget. The Website Development Committee has been asked by our President to redo the Website. The cost of the solution will be forwarded once we select a solution.
- 13) How do you expect the migration to be handled? Do you expect the vendor to provide the WCMS as well as the migration and building out of all templates, websites and content?  
We expect technical training to include the development of templates and may also choose to hire the company to assist in the development of specific templates as an option. The College is planning on taking the responsibility for migrating all content but would be interested in options for assistance from the company if that service is available.
- 14) Would you consider this a "full turn key" project? And would like the vendor to provide a scope of work for migrating the entire website AS IS?  
The College is not thinking in terms of a full turnkey approach as neither the design nor the content is final. As we work further through the project we may want to take a look at using company services for more of the implementation. Companies can provide a turnkey solution as an option though it might make more sense to list the costs of server installation and configuration, template development and content migration as separate optional services.
- 15) Will the SUNY Suffolk Web Team be assisting the vendor throughout the implementation and migration stage?  
Actually, we see this more as the vendor assisting the College in the implementation of the structure for the new site. However, we are interested in any options available.
- 16) How many unique pages as well assets do you have on each site? How many of these pages and assets are you looking to keep and transfer into the new WCMS?  
Content analysis is currently under way. We expect that the new Internet site will have far fewer pages but the specifics for this are not yet available. Same for assets.
- 17) How many unique page layouts/templates does your site have?  
We have single templates for the header and footer and six main master pages (layouts) with about a dozen main styles of content containers that make up the majority of our current site. We also have a series of custom master pages and custom containers that have been designed for specific uses. These are all derivatives of the main layouts/templates. The master pages also use parameters to include or exclude features within their design.

**18) Who will be in charge of content updates once the new WCMSs in place?**

The Internet site will be closely maintained with the majority of updates handled by our website team. The expectation is that content providers will have the ability to enter text with limited or no styling options. These updates may move through 1 to 3 approvals before being finalized for publication.

The Intranet sites will have more development flexibility for individual site authors; however updates will still need approvals before publication. Approvers would be based on the topic of the page. Also, many of the templates developed will need to be "user friendly" in order to accommodate more non-technical intranet authors.

**19) Do you have a web development team in house? If yes, how many people do you currently have in that team?**

The College has a development team, but resources are currently split among several service areas with responsibilities for different types of services. The College's new website manager is the leader of the project and has been working as team lead over these other resources. Depending on the system selected and the skillset required, there may be as many as 5 individuals available at different times during the project.

**20) Can you provide a list of 3rd party applications, tools and services you expect the website to integrate with? Will you need the vendor to develop and perform these integrations for you? or will the internal web team be handling these integrations?**

The college has the skillset to setup these integrations as long as the solution proposed by the company uses standard integration methods. Integrations in use now include:

- ASP/VB code to access dynamic and reusable content from SQL Server databases.
- 25Live Event Scheduling Management software for calendars
- Online College Catalog for course and curriculum descriptions (This is a future approach. Potential applications are being reviewed.)

Please see questions answered above for more specific information.

**21) As for the implementation of your new Intranet site, can you describe the size and functionality of this intranet site? Is this simply just another website, only built for internal users to see? or does this intranet include membership capabilities where each user is required to have profiles, log-in and access credentials?**

In the minimum the intranet site will simply be a login-based website displaying information targeted for internal audiences. Regarding size, please see the answer to the next question. We are interested in exploring other options after the publication of the Internet site, which is the team's first priority.

**22) As for the content of this intranet website, where does this content reside and what's its nature? If you don't have this content all written and ready to be moved over currently, what is your timeline for organization and planning of this content and information architecture of the intranet?**

Our current plan is to review and divide existing content from the College's current website between the Internet and intranet sites based on the content's audience. We also expect some content to be removed.



Initially we will take the current website, minus content recreated for the Internet site, and publish it to a secure server to be the Intranet site. Once we have completed the transition of the Internet site, we will review the information that remains and develop an Intranet strategy. No specific timeline has been established for the Intranet site as the external site our primary goal at this time. The CMS selected just needs to be able to produce both an Internet and Intranet site.

Note: The College has a portal and a course management system that will remain for secure transactions into our business system and for online learning. See answers to questions above for more specific information.

- 23) Will you be requiring the assistance of the vendor in the implementation and migration of the Intranet website along with the Internet site? If you do, what's the level of involvement you'd like the vendor to have vs. how much of the work you would be willing to do on your end.  
Not at this time. If additional support is needed that would be a separate engagement.

- 24) Will the new Intranet site have a new set of templates and design? Will this design be different than the public facing Internet website design and templates?  
At this stage we expect the Intranet site to have the same look and feel and use many of the same templates.

End of Text for Exhibit F

**Exhibit G**

**Proposal Submitted by OmniUpdate**

[See ATTACHMENT 4]



Empower Web Excellence

16-CC-053

ATTACHMENT 4

Technical Proposal for:

# Suffolk Community College

Response to RFP

15-CC-Content Management System

Due: November 21, 2014 at 2:00 PM EST

COPY# 7

Submitted by:

Michael Monina, Vice President of Sales

michael@omniupdate.com

800.362.2605, ext.208

OmniUpdate, Inc.

1320 Flynn Road, Suite 100

Camarillo, CA 93012



Reviewers at Suffolk County Community College:

OmniUpdate thanks you for the opportunity to respond to Suffolk County Community College's request for proposal. We appreciate your consideration as you search for a web content management system (CMS) that will utilize the latest web and marketing technologies in conjunction with your new design to drive awareness and enrollment. This proposal includes services for the migration of your content from RedDot and a CMS deployment timeline that will meet the requirements specified in the RFP.

Our enterprise system, OU Campus™, is the leading web CMS for higher education. Today, it is used to manage **more than 700 college and university websites**. Its complete feature set and ease of use result from our commitment to the higher education market, providing tools and resources specifically tailored to meet the demands of maintaining your websites. The addition of nearly **100 new customers over the past three years** is a true testament to our continued leadership and the ability to deliver a comprehensive solution suited for higher education institutions.

Our team's astounding **98% customer satisfaction rating** is unparalleled for a web CMS. With an intuitive



user interface and rich set of features, OU Campus provides a quality, user-friendly experience for the developers, administrators, and non-technical editors who use it every day—and at a price that's hard to beat. Our Customer Service Department – winner of a **Silver Stevie® Award for Customer Service Department of the Year** – maintains a zero-hold policy, giving you peace of mind that your users will quickly get the answers to any questions they may have.

Your website is an investment to convert prospective students into applicants, create life-long relationships with your alumni, and communicate your institution's brand to the world. OU Campus delivers the support and expertise your institution needs as you move into the next phase of your marketing and communications strategy. Our bundled package of core services provides your institution with the tools you need for a cost-effective, all-in-one marketing and web technology solution.

We're excited to show you why OU Campus has been selected by the readers of University Business as **the commercial CMS of choice** in the magazine's second annual Readers' Choice Top Product awards. The winners were selected by the editors of University Business from nominations submitted by the readership of the magazine and were based on both the quantity of nominations and the quality of reader descriptions.



This proposal is designed to give you a clearer understanding of how OU Campus works and what makes it so great. You'll come to understand why more than 45,000 users are currently taking advantage of our solution as an **all-in-one marketing solution** with its user-friendly feature set and exceptional support.

**We can't wait to work with you.**

A handwritten signature in black ink that reads 'Michael Monina'.

Michael Monina  
Vice President of Sales

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## Executive Summary

OmniUpdate delivers Suffolk County Community College an enterprise solution to manage your web presence and take advantage of the latest web and mobile technologies. Our web content management system (CMS), OU Campus™, helps you manage your site content and communications, enhance that information visually, and extend the site experience to maximize impact and appeal.

OU Campus delivers a complete web CMS solution for long-term content development and accountability. OU Campus empowers your content contributors, while providing your developers a flexible environment to offer customized solutions for all campus departments.

With more than 13 years of providing a CMS solution to the higher education community, OmniUpdate's experience and expertise ensure Suffolk County Community College a beneficial and engaging relationship. Our efforts and commitment have brought a high level of satisfaction to our higher education customer base.

Used to manage more than 700 college and university websites, OU Campus offers you:

**Ease of Use** With a clean user interface, OU Campus simplifies and streamlines the content management process, empowering administrators and end users to work independently and productively without relying on IT support. A comprehensive array of features allows you to easily manage all your websites, all your users across the enterprise, and all your web applications.

**Simplified Administration** Easily configurable templates, logical workflow, and features make multi-site and multi-user administration easy. Manage an unlimited number of pages, sites, and users with ease and flexibility, while ensuring your content meets quality and accessibility guidelines.

**Remarkable Support** Our commitment to the highest levels of customer service allows you to have peace of mind in our ability to quickly resolve issues. Customer support includes implementation, content migration, and professional services such as mobile website, course catalog, and faculty directory implementations. Plus, connect with OU Campus peers from other schools and share tips, best practices, code examples, and more with the OmniUpdate Community Network (OCN).

**Development Capabilities** The possibilities for extending OU Campus are endless. Use your internal resources to take advantage of open standards and APIs. Your developers can build new features and applications that tie directly into OU Campus.

**Marketing and Communication Tools** Engage your target audiences, optimize your online presence, unleash the full value of your content, and put your information at the fingertips of your constituents. We equip you with the tools and modules you need to create and measure your success.

## About OmniUpdate

OmniUpdate is committed to providing our higher education customers with an easy-to-use, extensible web CMS, OU Campus™, and the latest web and mobile technologies. Our state-of-the-art software provides a combination of functionality and extensibility, making your web administrator's job more efficient and your marketing team's job more effective, while your developers have the tools they need to provide a superior website experience for your site visitors and content contributors.

### **Our Rich History**

OmniUpdate was founded in 1982 and incorporated in California by software pioneers Tom Nalevanko and Yves Lempereur. With a series of best-selling software products like desktop applications MacFlow™ and WinFlow™, the company broke new ground in several key areas, including network file exchange protocols and human interface.

In the early 90s, President and CEO Lance Merker joined the team, refocusing our company's strengths in the web applications marketplace. Since then, we have set the bar high with the development of OU Campus, our web-based, feature-rich CMS created specifically for higher education. For more than a decade, we have been a leading provider in web content management solutions for colleges and universities throughout the US and are expanding rapidly worldwide.

### **What We Do Today**

Our company continues to offer the most innovative products in the industry. We are dedicated to exceeding the needs of our customers by providing them with the latest web CMS and digital marketing tools. We offer both Software-as-a-Service (SaaS) and Enterprise Server License (ESL) delivery models, arming our customers with a cost-effective, scalable, and efficient way to manage their web content in the deployment manner that best suits their institutional requirements.

Today, OU Campus is used to manage more than 700 college and university websites and is praised for its interactive, configurable, engaging, and sustainable benefits. And, we continually enhance our product and support based on the direct feedback from our customers and changing technology trends. So no matter the size of your web team, user base, implementation needs, or budget, we are confident that we can construct the right solution for your institution too.



### **How We Measure Our Success**

We believe that customer satisfaction is the foundation of our success. Over the last three years, nearly 100 new institutions were added to the OmniUpdate family. We take pride in the fact that OU Campus is used by more colleges and universities than any other web CMS. Our extensive customer list provides solid proof of our marketplace dedication and business success.

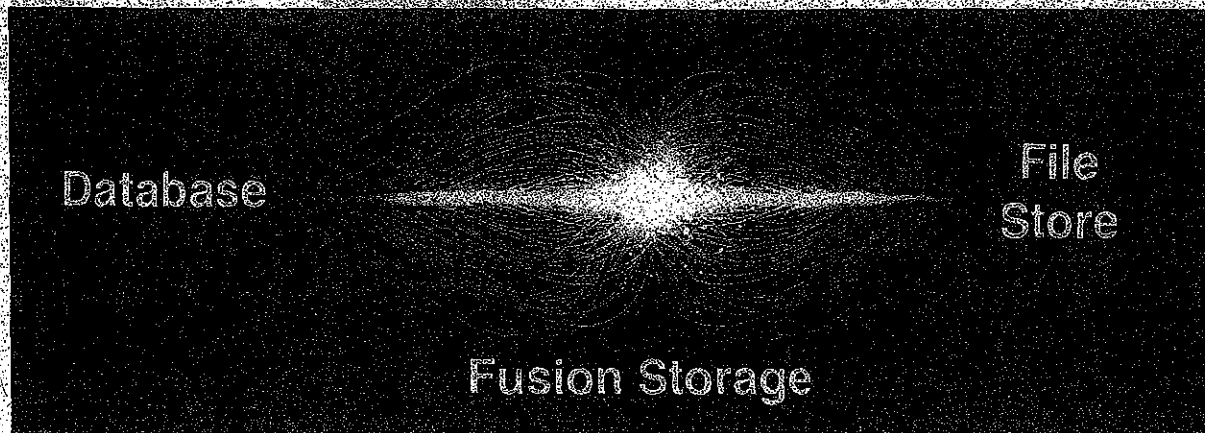
Our commitment to remarkable customer support is what makes us stand above the rest. We stay connected through the OmniUpdate Community Network—an online portal for training resources, sharing code, best practice tips, and more—and through our annual user training conference, where we host several days of workshop sessions and peer networking.

OmniUpdate is a privately owned company with a Board of Directors and shareholders that value steady and stable growth. Growth is carefully managed to ensure continued stability.

## The OU Campus Advantage for Higher Ed

### Optimized Enterprise Architecture

OU Campus affords all the advantages that colleges and universities need to quickly and easily maintain a website and CMS. OU Campus provides the performance expected of an enterprise system through top-of-the-line engineering. Unlike other systems that rely on a proprietary database schema to store page content, OU Campus leverages the speed, efficiency, and openness of XML with the OU Campus Fusion Storage.



The OU Campus Fusion Storage provides exceptional application efficiency and delivers a significant speed advantage to administrators, as well as end users. Fusion Storage means large blocks of content are stored directly on the native hierarchical file system, while metadata and file pointers are stored in the database. The result is a level of efficiency enabled by allowing parallel processing of stored data. In addition to speed, Fusion Storage results in unlimited scopes, the elimination of deadlocks, and a dramatic reduction in lock contention. OmniUpdate pioneered this engineering practice in OU Campus more than a decade ago, and it has become the standard for today's most successful large-scale enterprise systems.

OU Campus' enterprise design allows you to manage hundreds of websites, millions of web pages, and thousands of users. It's secure and scalable, allowing you to manage everything from small departmental websites to multi-site enterprises. And it works with your existing site, so a site redesign is not required.

*"OU Campus is secure and scalable, allowing you to manage everything from small departmental websites to multi-site enterprises."*

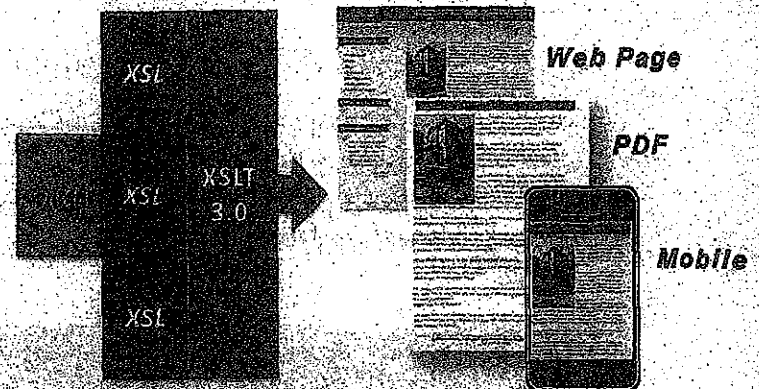
OU Campus is unique in that it doesn't have the overhead and performance hit imposed by other CMS products. It also gives you greater flexibility and reliability. OU Campus runs on all major servers, embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML5/XHTML), and supports a wide variety of protocols and user authentication methods, including SSL, LDAP, Active Directory, and single sign-on via CAS or Shibboleth.



## Powerful, Flexible Templates

OU Campus provides a robust template structure using XML/XSL or XHTML, giving you standards-perfect pages every time.

XSL is a full-fledged, flexible programming language that can be used to manipulate multiple inputs into one or more complex outputs such as HTML (XHTML, HTML5), PDF, course catalog, faculty directory, and a mobile site. Sure, these outputs are possible with other programming languages, but XSL requires less code and man hours to perform the same function.



### True Separation of Content and Design

Content is stored in open-standard XML files within OU Campus and transformed with the appropriate output styling through XSL templates. Site redesigns do not require any changes to your content files.

### Multi-File Input

Multiple inputs can be manipulated to create one or more outputs. Consider a student course catalog that needs to pull together class descriptions, program requirements, and administrative guidelines from different systems across campus. Bringing this data together is easy with OU Campus and XSL.

### Multi-File Output

A single piece of content in OU Campus can be output into multiple designs or formats (e.g., mobile, PDF, text only) making repurposing content easy. Simply associating that content with additional XSL stylesheets provides these outputs.

### Supports All Major Server-Side Scripting Languages

Because XSL is a transformation language, it can be used along with most other web technologies: PHP, ASP.NET, Java, Python, and more. Even JavaScript has XSLT processors. So XSLT can be considered a fully cross-platform and cross-programming language layer. This is important in higher education, where institutions often use different technologies across a single campus.

### Non-rigid/Non-Proprietary Document Structure

In OU Campus, you can use the XML structure that defines your content best. Your content is not locked into a proprietary format.

### Modularized and Nested Templates

XSL allows developers to maintain modular and extremely granular template control within OU Campus. Want every external link to open in a new tab? Just import 3 lines of code.

*"Powerful and efficient templates offer separation of content from design while ensuring W3C, WAI, and Section 508 compliant websites."*

## Complete Feature Set

OU Campus offers an array of capabilities and marketing tools to help you easily manage your websites, your contributors, and your web applications. Because we focus on excellence in product usability and visitor experience, users have what they need and web visitors get what they want. Everyone benefits from the features available in OU Campus.

### End Users

- Snippets
- Zip Import
- Publish Now
- Image Galleries
- WYSIWYG Editor
- In-Context Editing
- Scheduled Publish
- Multi-Output Preview
- Multi-Browser Preview
- Drag-and-Drop Functionality

### Administrators

- Assets
- OU Calendar
- Version Control
- Accessibility Check
- Multi-Target Publish
- Stale Page Notification
- Granular Access Controls
- Page Check-In/Check-Out
- Customizable Template Groups
- RSS Management & Automation

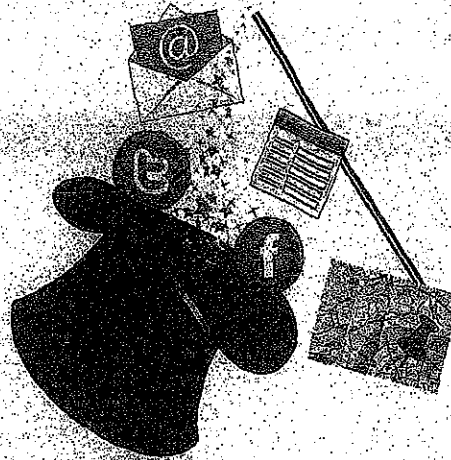
### Developers

- APIs
- Regex
- Gadgets
- Add-Ons
- XSLT 3.0
- WebDAV Integration
- Source Code Editing
- Global Find and Replace

*"Everyone benefits from the features available in OU Campus."*

### Marketing Specialists

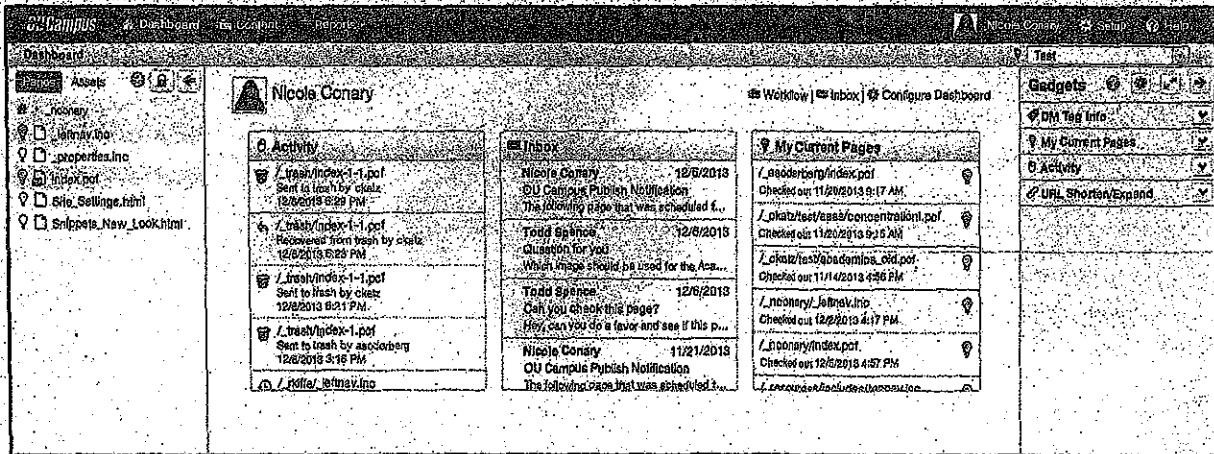
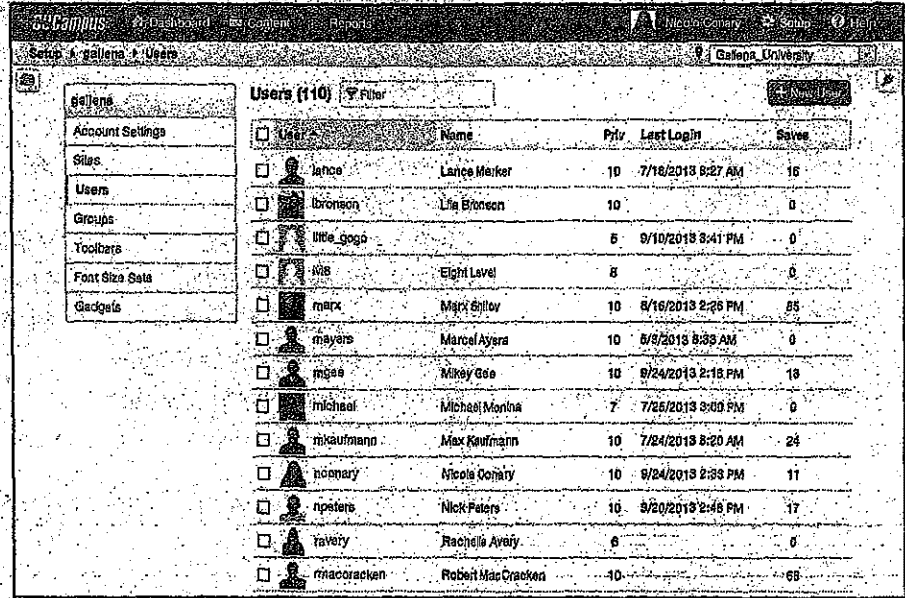
- Newsletters
- Mobile Website
- Course Catalog
- Faculty Directory
- Content Personalization
- Social Media Integration
- News/Blogs Management
- Search Engine Optimization
- Forms, Surveys, Polls, Maps
- Email Marketing/Landing Pages



## Intuitive and Simple Interface

The success of OU Campus is due to its ease of use for content contributors, developers, and administrators. An intuitive user interface simplifies and streamlines the content management process and empowers end users and administrators to work independently and productively without relying on IT support.

Drag-and-drop functionality allows users to quickly organize files and folders within OU Campus, as well as add desktop files into OU Campus without missing a beat. With personalized dashboards, users can customize and add modules for quick access to checked-out content, recent activity, email, and more. "Also, the Gadgets feature makes it easier than ever for non-technical users to insert images, Snippets, RSS feeds, and more."



*"OU Campus empowers content contributors to work independently and productively without relying on IT."*

## Remarkable Service and Support

OmniUpdate recognizes customers want support services that open source CMS solutions can't offer. OmniUpdate's commitment to providing the highest level of customer service allows you to work with minimal downtime and have peace of mind in our ability to quickly resolve issues. OmniUpdate staffs in-house support teams with coverage from 6:00 AM to 6:00 PM Pacific Time, Monday through Friday. Support personnel are OmniUpdate employees who are fully trained OU Campus professionals with web development and customer service backgrounds.

OmniUpdate's zero-hold policy means our team will immediately put their attention on your issue. If your call is received after hours, our support voicemail's integration with our support ticket system allows for a quick response the next business day. Our Customer Support team can typically resolve a support issue within one business day of receiving the ticket.

*"Work with minimal downtime and have peace of mind in our ability to quickly resolve issues."*

## Extensible APIs

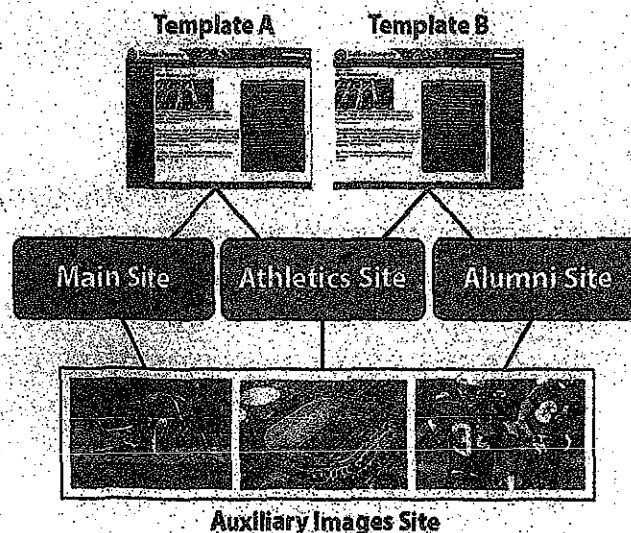
OU Campus offers developers a comprehensive set of RESTful APIs, allowing for deep integration and customization. Developers can communicate directly with the CMS or add extended functionality and custom user interfaces. Additionally, the OU Campus Gadgets API allows your developers to easily create and share custom modules and widgets that can be used to enhance the OU Campus experience in new and unique ways.



## Multi-Site Management

With OU Campus, administrators can support and manage unlimited sites and subsites, including sites hosted on different web servers, and independently control access, user, and group management for each site. Templates, content, and other resources can also be shared across multiple sites.

Account-level access provides for "walled garden" sites or subsites to contain and simplify user access and management. Administrators can use completely separate user and group lists for each account to satisfy real-world needs. For example, divide department websites (physical or virtual) into unique sites for fine-grain management and control.

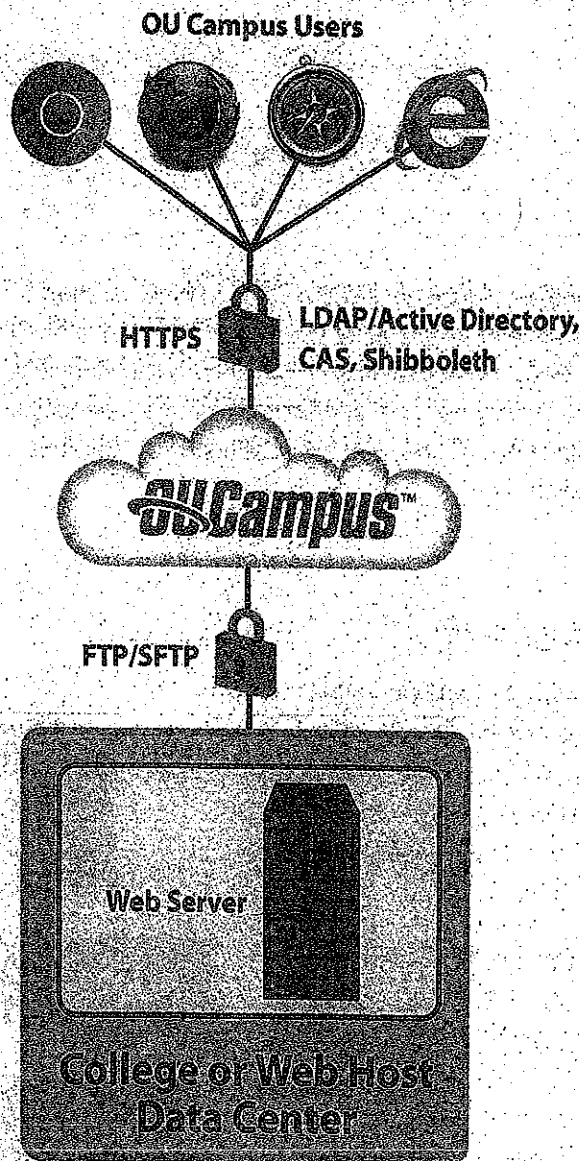


## Join the Cloud

The existing SUNY statewide agreement for web content management license and support is for our Software-as-a-Service deployment model. With our SaaS License, find peace of mind in the fact that OmniUpdate handles the installation, upgrades, updates, and maintenance of OU Campus in the cloud. And don't worry about the server hardware and infrastructure; we take care of that too, all at competitive pay-as-you-go pricing.

Alternatively, an Enterprise Server License deployment is available for institutions that wish to be responsible for hosting the application, which can include a third-party hosting service.

## Enterprise SaaS Deployment



# How OmniUpdate Works for You

## Full-Service Implementation

OmniUpdate's implementation process includes three phases for the successful completion of your OU Campus CMS deployment: **Planning, Development, and Transition to Support**. Each phase ensures an orderly process in how our Implementation team collaborates with you in implementing OU Campus.

### Planning

During the Planning phase, you are introduced to your Implementation team who is responsible for the successful installation and configuration of OU Campus. Your OmniUpdate Implementation Manager will be in contact with you to discuss the functional and technical requirements of the project and set the expectations of your CMS implementation.

**Unlimited Support** Your OU Campus purchase includes unlimited access to the Implementation team during the lifecycle of your implementation, providing your team with the best customer support. Your Implementation Manager is available during each step of the process to answer any questions and handle your institution's customized setup of OU Campus.

### Development

The Development phase is the heart of the implementation process, where our Implementation team installs and configures OU Campus, and develops and tests your templates.

**Setup of Your OU Campus Environments** Your Implementation team establishes an OU Campus staging environment that resides on our server or your institution's server, based on your deployment. Your staff also provides FTP/SFTP access to the development and production server locations. These environments are the foundation of your OU Campus implementation and allow for the development of your new templates.

**Creation of New Page Templates** Your staff provides OmniUpdate with the files (e.g., XHTML, CSS, JavaScript) that create the basis of your current templates, which must be W3C and Section 508 compliant (if applicable). Based on your files and planning discussions, we determine the best approach to develop XSL templates with defined editable regions. Our team also develops Template Control Files, or new page wizards, which allow your end users to easily create new web pages based on your templates.

Your Implementation Manager conducts a midpoint template review to discuss feedback on a sample of developed templates as we approach the final steps of implementation.

**Migration  
Process  
(Optional)**

OmniUpdate's Content Migration Tool provides an automated solution for the bulk ingestion of your site content into OU Campus. The tool separates content from design by converting your current site content into XML files. The migration tool is configured based on your XSL templates to quickly convert thousands of pages.

If your institution is planning to create new content or completely revise the information architecture, then the migration tool will not be very effective. If you're planning to manually migrate site content, we will provide best practices and discuss the options available.

**Testing and  
Quality  
Assurance**

Our Implementation team tests your site based on the functionality requirements discussed in the Planning phase. Our team vigorously tests each template to ensure they meet all specification requirements, W3C standards for XHTML/HTML5, and to ensure the templates are Section 508 compliant (if applicable).

## Transition to Support

The Transition to Support phase finalizes your OU Campus implementation, which includes training your web professionals on how to administer and use OU Campus. Additional information on our training services can be found in the "Training for Your OU Campus Implementation" section.

**Final Approval**

Once we have completed our quality assurance checks, we obtain approval from your team that all functional and technical requirements have been met. With your implementation complete, your Implementation Manager schedules a conference call to address any potential questions about OU Campus or your templates.

**Site Go-Live**

At this point, your customized implementation of OU Campus is ready for your team to use. YOU can create a new information architecture, develop a new look and feel for your website, or prepare for your website to go live. This is also a great opportunity to train your end users on best practices and how to develop compliant web pages in OU Campus.

Once your site is ready for production, we are available on the day that you decide to go live for any issues transitioning to your new website.

## Training for Your OU Campus Implementation

OmniUpdate's Training team gives you and your staff the information needed to manage your website using OU Campus. Our training sessions and resources for OU Campus empower your staff for everyday use and promote best practices.

The purchase of OU Campus includes remote training via personalized webinars for your web CMS administrators and end-user trainers. Your training takes place from within your new implementation of OU Campus, which includes the templates requested during implementation. Our remote training gives your administrators the resources to effectively manage your new CMS solution. With our Train-the-Trainer webinar that demonstrates the features of OU Campus and how your staff will use them on a day-to-day basis, your staff will have all the materials necessary to teach your end users.

The basic training suite consists of three sessions for up to 11 hours of training:

- Train-the-Trainer (3 hrs)
  - Train-the-Trainer Hands-On (1.5 hrs)
- Administrator (3 hrs)
  - Administrator Hands-On (1.5 hrs)
- Template Framework (2 hrs)

The following trainings are provided within six months of your OU Campus implementation, based on any add-ons or modules selected by your institution:

- LDP (1 hr)
- Access & Workflow (1.5 hrs)
- RSS/News (1.5 hrs)
- Social Media (.5 hrs)
- Calendar (2 hrs)

In addition to our remote training, we provide Training Tuesdays for our new and existing customers. On the last Tuesday of each month, we present a free web-based training class discussing the latest features of OU Campus or best practice information in developing and maintaining your website.

With your purchase of OU Campus, we include free registration for one first-time attendee to our annual OmniUpdate User Training Conference. Discover all the upcoming new features we are developing, attend our workshops, and meet other OU Campus users and the OmniUpdate community.

OmniUpdate can also provide additional customized webinars for further training or on-site training sessions for your end users, administrators, and web developers. Our trainers guide your end users through the features of OU Campus and how they will accomplish everyday tasks with hands-on training, empowering your team for a successful transition to OU Campus. Included in your on-site training courses are training guides for all attendees, which can be kept for future reference, and access to our online resources. *A sample of a training schedule is provided in the appendices.*

## Superior Customer Service and Support

OmniUpdate continues to focus on customer support. Our Support team is committed to providing the highest level of customer support, allowing your team to work with minimal downtime and have peace of mind in OmniUpdate's ability to quickly resolve issues.

## Upgrades and Releases

OU Campus is under continual development to provide new features and improved ease of use. Whether you opt for an Enterprise SaaS or Enterprise Server deployment, new features are added every quarter with a major update released approximately once a year. All updates and releases are backward compatible with provided support for all prior versions. All customers using OU Campus benefit from the latest improvements with no hidden costs or technical risks.



## Support Plans

Whether you Choose our Enterprise SaaS or Enterprise Server deployment, OmniUpdate offers support plans to meet the needs of your institution. Each support plan includes all OU Campus upgrades, access to our online documentation and knowledge base, and an allocation of support tickets. We also include unlimited support during the implementation phase.

Based on your selected support plan, an allocated number of support tickets are available for use. A support ticket constitutes an issue found within the current functionality of your implementation of OU Campus, any problem or question using OU Campus, best practices, and more. Our Customer Support team will contact you for any additional information needed, evaluate, and resolve the issue typically within one business day.

Our Customer Support team is available from 9:00 AM – 9:00 PM EST, Monday through Friday. OmniUpdate's zero-hold policy means our team has their undivided attention on your issue. If your call is received after hours, our support voicemail integrates with our support ticket system, which allows for a quick response the next business day.

## Online Support

OmniUpdate's support site, [support.omniupdate.com](http://support.omniupdate.com), is available for end users, administrators, and developers at your institution. YOU Can quickly find information on OU Campus features and troubleshoot issues with our easy-to-follow instructions. The support site also includes video tutorials, FAQs, and printable reference materials.

In addition to our online support site, we provide the following resources:

- Complete product documentation manual
- Quick reference materials
- Print and video tutorials
- Printable training guides and workshops
- Best practice documentation
- Webcasts on technical features and web best practices
- FAQs
- Free technical white papers

## Professional Services

OmniUpdate offers professional services and consultations for customers who need services beyond standard implementation, training, and support. The professional services team has extensive experience in website requirements analysis, development, and implementation.

OmniUpdate's professional services include:

- Site content migration with the Content Migration Tool
- Mobile website configuration and implementation
- Online course catalog integration
- Custom course search tools

- OU Calendar™ installation and configuration
- Blog system installation and configuration
- Custom navigation schemas and coding
- New or custom template development for website redesigns (beyond implementation templates)
- Custom client and server-side scripting, including JavaScript, PHP, ASP, ColdFusion, and other languages
- Custom on-site training for administrators, developers, trainers, and end users

For additional information on these services, please contact your Sales representative.

a. TRANSMITTAL LETTER

November 14, 2014

Beatriz Castaño  
Administrative Director of Business Operations  
Suffolk County Community College  
533 College Road  
NFL Building Room 11  
Selden, New York 11784-2899

Dear Ms. Castaño:

OmniUpdate is grateful for the opportunity to respond to Suffolk County Community College's request for proposal. We appreciate your consideration as you search for a web content management system that will meet and exceed your unique set of requirements. After thoroughly reviewing RFP# *15-CC-Content Management System*, we have prepared a comprehensive proposal for your review.

The Cost Proposal is included as a separate document.

Sincerely,



Michael Monina, VP of Sales  
[michael@omniupdate.com](mailto:michael@omniupdate.com)  
800.362.2605, ext. 208

OmniUpdate, Inc.  
1320 Flynn Road, Suite 100  
Camarillo, CA 93012

## b. Company Profile: Section II Responses

### 1. General Information/Company History

#### a. Company Name, e-mail, main address and all branch office addresses.

OmniUpdate, Inc.  
1320 Flynn Rd., Ste. 100  
Camarillo, CA 93012  
[michael@omniupdate.com](mailto:michael@omniupdate.com)

OmniUpdate's headquarters are located in Camarillo, CA

#### b. Describe the nature of your organization (e.g. business corporation, not-for-profit corporation, proprietorship, etc.). If applicable, identify all principals and the ownership interest of each.

OmniUpdate, Inc. is a privately-owned and professionally-run company with a Board of Directors and shareholders who value steady and stable growth.

Major shareholders, in descending order of ownership, follow:

- |                                |       |
|--------------------------------|-------|
| • Nalevanko, Thomas A.         | 31.2% |
| • Zephyr Internet Partners, LP | 14.2% |
| • Marsily, Alain               | 10.4% |
| • Merker, Lance                | 4.6%  |
| • Barkhorn, Henry              | 2.1%  |
| • Coryat Trust                 | 1.2%  |

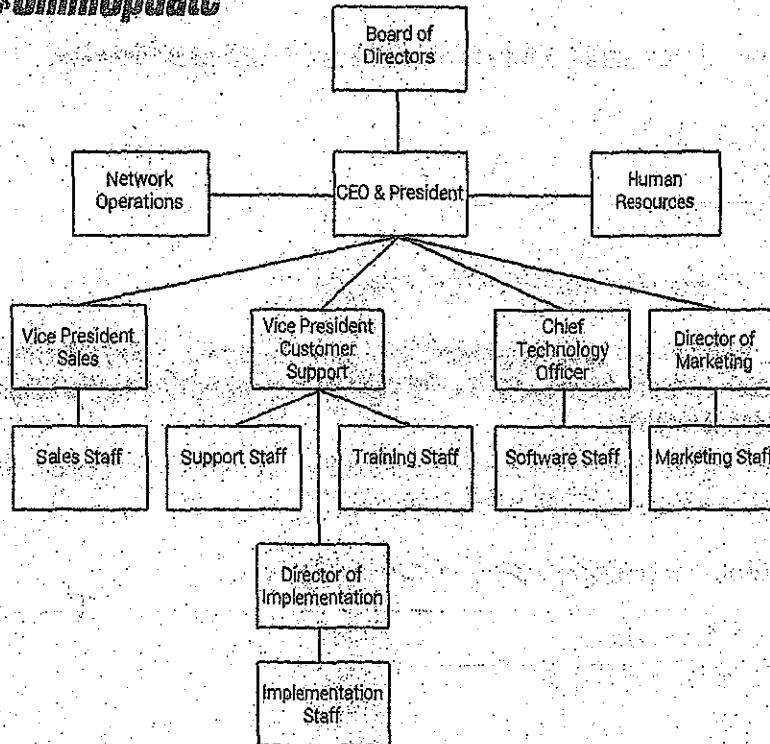
#### c. Year Company was founded and brief history.

OmniUpdate was founded in 1982 and incorporated in California by software pioneers Tom Nalevanko and Yves Lempereur. With a series of best-selling software products like desktop applications MacFlow™ and WinFlow™, the company broke new ground in several key areas, including network file exchange protocols and human interface.

In the early 90s, President and CEO Lance Merker joined the team, refocusing our company's strengths in the web applications marketplace. Since then, we have set the bar high with the development of OU Campus, our web-based, feature-rich CMS created specifically for higher education. For more than 10 years, we have been a leading provider in web content management solutions for colleges and universities throughout the US and are expanding rapidly worldwide.

**d. Total number of employees and total number of server administrators (hosted solutions) and CMS support technicians. Include an organization chart as relevant.**

There are currently 55 full time employees at OmniUpdate, plus a number of interns. There are two server administrators and twenty-four support technicians (customer support + implementations).



**e. For hosted solutions, define the location(s) from which services will be performed, include off-site backup and redundancy/failover sites.**

OmniUpdate operates three redundant SaaS data centers located in Agoura Hills, CA; Dallas, TX; and Seattle, WA. Each data center has redundant Internet connections and a data center-wide power generator that are capable of backing up 100 percent of each center's peak load.

OmniUpdate hardware infrastructure is capable of servicing more than three times the current load and capacity needs of all OU Campus customers. Multiple, load-balanced application servers, and redundant database platforms are used to ensure 99.99% uptime for all OmniUpdate customers.

**f. Annual fee income for the past three (3) years.**

OmniUpdate continues to exhibit financial stability with a positive balance statement and year over year profitability. As a privately held company in a highly competitive industry, OmniUpdate, Inc. does not disclose financial statements. However, should OmniUpdate be selected as the winning vendor for this RFP, a copy of financials can be provided under strict non-disclosure if requested.

Since its introduction, OU Campus has provided OmniUpdate with over 30% annual growth. Most importantly, our growth has been carefully managed to ensure continued stability.

**g. The general and specific design specialties/expertise and overall resources.**

OmniUpdate spends 100% of its time serving the web CMS needs of the higher education community, and has completed the implementation of over 200 higher education projects over the past two years alone. Services rendered include implementation of OU Campus, ongoing annual support and client services, and many projects similar in scope to the work proposed by your institution.

A great product design is key to OmniUpdate's competitive advantage. OU Campus is an enterprise system that is secure and scalable, allowing you to manage everything from small departmental websites to multi-site enterprises. The product's Model-View- Controller (MVC) design pattern is the premise of a superior architecture, which lays a solid foundation for everything built upon it. An intricate hierarchical database structure is utilized within the model layer. This structure results in unlimited scopes, the elimination of deadlocks, and a dramatic reduction in lock contention.

OU Campus uses what's known as a dynamic "push" publishing model for maximum efficiency. The system uses a Parallel Directory Structure to store metadata in the database and the native OS hierarchical file system to store large blocks of content. By doing so, those large blocks of data can be found and processed very quickly. All high performance enterprise systems are designed this way because it allows both the database and the file system to do what they do best.

OmniUpdate hardware infrastructure is capable of servicing more than three times the current load and capacity needs of all OU Campus customers. Multiple, load-balanced application servers, and redundant database platforms are used to ensure 99.99% uptime for all OmniUpdate customers.

**h. Are there any significant changes expected in your firm's client base or company operations that would affect your firm's ability to provide services to the College? What is the annual turnover rate of your existing clients?**

There are no changes expected that would in any way affect OmniUpdate's ability to provide the services Suffolk County Community College is seeking.

OmniUpdate has maintained a 98% client retention rate for the past ten years.

**i. For hosted solutions, what is the total number of Websites that you host and how many sites do you Currently host and manage using the CMS you are recommending?**

There are more than 45,000 active clients using OU Campus to manage over 700 college and university websites.

The majority of OmniUpdate customers (about 80%) are currently using the cloud hosted option. The application and features of OU Campus are the same regardless of the deployment selected.

OU Campus is offered as an Enterprise Software-as-a-Service (SaaS) License, where OmniUpdate hosts the OU Campus application, or an Enterprise Server License (ESL), where your institution is responsible for hosting the application which can include a third-party hosting service.

As a dynamic decoupled ("push") system, OU Campus works independently of your web server. The benefit enjoyed by our clients is the complete removal of middleware processing that inevitably slows the web page serving process. Web pages are served up fast and reliably, without

interaction with the web management technology or processes. Coincidentally, this is the approach desired by colleges and universities today. It affords the highest efficiencies; the lowest cost of hardware, software, and maintenance (both short-term and long-term); and ensures websites are discoverable (SEO-optimized) and reliable for site visitors.

**j. For proprietary CMS solutions, how many sites use this CMS?**

There are more than 45,000 active clients using OU Campus to manage over 700 college and university websites worldwide.

**2. Expertise of Company, including Qualifications and Experience of Personnel**

**a. Describe your Company's experience in providing services and products similar to those requested in this RFP, particularly any projects for governmental entities, colleges or universities.**

OmniUpdate spends 100% of its time serving the web CMS needs of the higher education community, and has completed the implementation of over 200 higher education projects over the past two years alone. Services rendered include implementation of OU Campus, ongoing annual support and client services, and many projects similar in scope to the work proposed by your institution. Forty of our current college and university system clients have been customers for more than five years and can give detailed feedback on budget performance, schedule performance, and additional description of services provided.

**b. Higher Education References must be provided. Each reference must contain the client name and address, institution, FTEs, and whether the institutions are public, private, four-year and two-year. Also include a project description, start and end dates of the engagement, and contact name with title and telephone number.**

**Each reference description must also identify whether the project was completed within budget and within the agreed upon timetables.**

**SUNY Farmingdale State College**

2350 Broadhollow Road  
Farmingdale, NY 11735  
Sylvia Navarro-Nicosia  
Director of Web Programming and Development  
Office of Institutional Advancement  
631-420-2529  
[sylvia.nicosia@farmingdale.edu](mailto:sylvia.nicosia@farmingdale.edu)

Farmingdale State College implemented OU Campus as SaaS in 2011. They currently have over 120 authorized users managing more than 5,600 web pages with almost 50,000 page saves in the system. The institution is currently going through a redesign process and have initiated a professional services project with OmniUpdate to implement the templates and migrate content to the new layout.

**SUNY Nassau Community College**

1 Education Drive  
Garden City, NY 11530  
Alicia Steger  
Director Marketing/Communications  
College/Community Relations  
516-572-7249  
[Alicia.Steger@ncc.edu](mailto:Alicia.Steger@ncc.edu)

Nassau Community College (SUNY) is a 2-year public institution with enrollment of over 20,000. The office of College/Community Relations implemented OU Campus as SaaS in 2010. The solution is being used to manage two (2) sites: the public website at <http://www.ncc.edu/> and the online course catalog at <http://collegecatalog.ncc.edu/>. They currently have over 50 authorized users managing over 9,500 web pages with over 56,000 page saves in the system. The institution implemented an online course catalog in 2011. Updates to the online course catalog are now made twice a year, instead of every 2 years for the printed catalog. It was determined that the online course catalog is a far better solution to serve the needs of students. NCC eliminated the printing of more than 100,000 catalogs per run with a cost savings of more than \$160,000 or approximately \$500,000 over a projected 5-year period.

**SUNY Stony Brook University**

Stony Brook, NY 11794  
Lynn Zawie  
Web Content Coordinator  
University Communications  
631-632-4429  
[lynn.zawie@stonybrook.edu](mailto:lynn.zawie@stonybrook.edu)

Stony Brook University is a 4-year public institution with enrollment of over 20,000. The institution's Office of Communications selected and implemented OU Campus as a SaaS in 2008. The solution is being used to manage over a dozen sites. They currently have over 225 authorized users managing over 70,000 web pages with over 200,000 page saves in the system. The institution implemented an online Undergraduate Bulletin in 2009 after years of maintaining both print and PDF versions. The online archive of this edition is still available online at: <http://sb.cc.stonybrook.edu/bulletin/2009/fall/>. The Graduate Bulletin came online in 2011: <http://sb.cc.stonybrook.edu/gradbulletin/current/>. Health Sciences Bulletin with support for mobile and responsive web design was completed in 2014: <http://sb.cc.stonybrook.edu/hscbulletin/>

**Western Carolina University**

Cullowhee, NC 28723-9646  
Melissa Highter  
Web Developer  
828-227-2445  
[mhighter@wcu.edu](mailto:mhighter@wcu.edu)

Western Carolina University is a 4-year public institution with enrollment of approximately 10,000. The Office of Web Services selected and implemented OU Campus in 2013 as a replacement for their previous CMS, OpenText (formerly RedDot). The solution is being used to manage multiple websites. They currently have over 225 authorized users managing over 20,000 web pages with almost 125,000 page saves in the system.

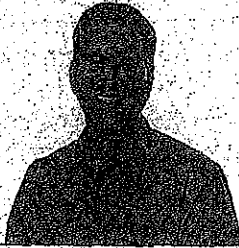


- c. Describe the qualifications and background of your staff, insofar as they relate to this project.
- d. Provide the title and role of each team member, including principals. Provide a resume for each team member that includes the team member's technical expertise and experience on similar projects. What is the account representative to client ratio? How long have the account representatives been employed by your firm?

## OmniUpdate Leadership Profiles

### **Lance Merker**

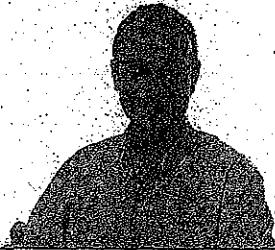
*President and Chief Executive Officer*



Lance Merker is the executive sponsor for your institution. He has been President and CEO of OmniUpdate since 2001. Under his leadership, OmniUpdate has become the leading web CMS provider in the higher education marketplace. As OmniUpdate's Chief Operating Officer, Lance played a key role in repositioning the company's product portfolio from desktop software to web CMS solutions. With his industry knowledge, he continues to be a driving force in the company's roadmap. Lance is committed to ensuring each and every customer's success and satisfaction.

### **Yves Lempereur**

*Chief Technical Officer*



Yves Lempereur is responsible for enhancing and improving the performance of OmniUpdate's products to best align with your needs. He has been OmniUpdate's Chief Technical Officer since 1999 and holds the primary development role in the organization's web CMS technology. An Internet visionary, he invented the BinHex4 (hqx) protocol for the Macintosh in 1985. Yves helped to create several breakthrough products and continues to guide OmniUpdate's technological advancements.

### **Andrew Soderberg**

*VP of Customer Support*



Andrew Soderberg joined OmniUpdate in December 2008 to oversee the organization's customer support, implementation, and training departments. Prior to joining OmniUpdate, Andrew was Chief Technology Officer and Vice President of Web Services for Interact Communications, Inc., a company focused on serving two-year colleges with market research, communication services, and technical solutions. He has more than 30 years of product and service technology experience, and has managed the design, development, and implementation of hundreds of corporate and higher education websites over the past 18 years.

### **Carol Clements**

*Director of Marketing*



Carol Clements is responsible for the OmniUpdate marketing department. This includes the product management team, who listens to your specific needs for future product guidance. Her marketing communications team works with customers to host webinars, write and place articles in industry publications, speak at tradeshow, and apply for web-related awards. She also oversees the OmniUpdate Community Network, an invaluable resource to interact with your peers, and produces the highly attended annual OmniUpdate User Training Conference.

## Your Account Manager

**Michael Monina** @mmohina  
*VP of Sales*



Michael Monina will be your account manager and ensure that your choice of OmniUpdate is successful and your web content management needs are met. In addition, Michael will keep you informed of new developments and discuss your evolving needs. He has been with OmniUpdate for over 13 years and has been involved with the successful implementation of many of OmniUpdate's higher education clients over a dozen State University of New York (SUNY) institutions.

## Your Implementation Team

**Marcel Ayers**  
*Director of Implementation*



As the Director of Implementation, Marcel Ayers is responsible for overseeing the implementation process from start to finish. He works closely with project management, Implementation Managers, and Web Developers to ensure the successful rollout of OU Campus for your institution. His past experience with dozens of OU Campus implementations includes Vanderbilt, California State University Channel Islands, San Jose State University, University of Utah, University of Baltimore, and many more.

### Implementation Manager

One of our highly experienced Implementation Managers is chosen to best match your institution's needs to their unique talents. Robert Kiffe, Vinit Varghese, and Bradley Prasuhn are skilled and knowledgeable web developers with outstanding customer service relations. Your Implementation Manager is responsible for all communications with regard to the implementation process and your day-to-day requests. They oversee the process in which your website is integrated into OU Campus and leads members of the Implementation team (pictured on the next page).



**Ramneet Mann**  
*Project Coordinator*

**Julia Holoff**  
*Project Coordinator*

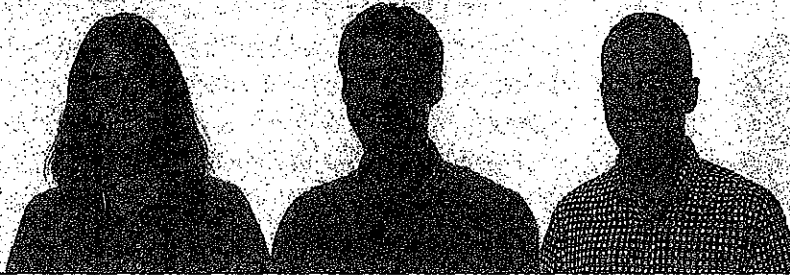
Ramneet and Julia are responsible for the coordination of your organization's overall OU Campus implementation in conjunction with your Implementation team. They ensure that you receive an implementation and support plan that is tailored to your needs, and provide feedback and reports on your project's status.



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### Web Developers

Your Implementation team also consists of in-house OmniUpdate employees who are fully trained OU Campus professionals with web development and customer service backgrounds. They are in continuous communication with the Implementation Manager to understand the needs of your institution for the success of your implementation.



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### Your Training Team

**Lila Bronson**  
*Training Manager*

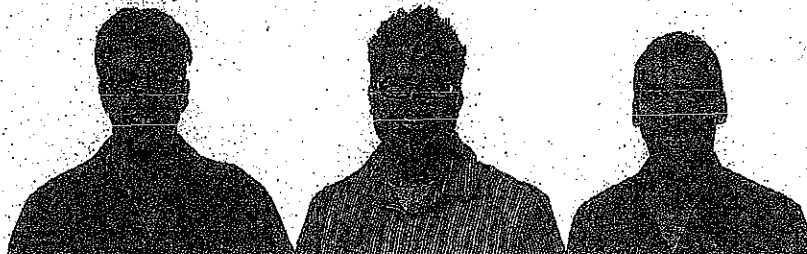
Lila Bronson is responsible for coordinating and conducting training on OU Campus for your staff. With years of experience training both employees and customers, she empowers your team by demonstrating the features of OU Campus and how your staff will use them on a day-to-day basis. Lila works with your staff to ensure you feel comfortable using OU Campus and sharing your newly learned knowledge with your end users.



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### Your Support Team

Your Customer Support team of in-house OmniUpdate employees is readily available to help you with any OU Campus questions or concerns. Their zero-hold phone policy ensures that you receive help when it's needed.



- e. **Any and all subconsultants or subcontractors to be employed must be identified in similar detail.**

No subcontractors, third-parties, or consulting services will be used to deploy OU Campus at your institution.

- f. **Provide a list of all contracts with the College or the County of Suffolk within the last five years (regardless of type of service) and the time period for those services.**

OmniUpdate has not entered into any contract with the College or the county of Suffolk within the last five years. OmniUpdate is an approved vendor with a SUNY statewide agreement for web content management license and support. The contract number is T002255.

- g. **Include any brief supplemental information that may be relevant to your qualifications for the project. Elaborate or superfluous material should not be presented and may count against the company in the evaluation.**

As mentioned above, OmniUpdate understands the unique needs of the higher education community and spends 100% of its time servicing their web CMS needs. We listen and respond to this community and drive our product roadmap to singularly address your needs. The result is a highly developed feature set designed specifically for institutions like Suffolk County Community College, with comprehensive system administration capabilities, supportability, client usability, and user management.

For the second year in a row, OU Campus has been selected by the readers of University Business as the commercial CMS of choice in the magazine's annual Readers' Choice Top Product awards. The winners were selected by the editors of University Business from nominations submitted by the readership of the magazine and were based on both the quantity of nominations and the quality of reader descriptions.

OmniUpdate's dedication to customer satisfaction is unparalleled for a web CMS. This year our support team was awarded a Silver Stevie® Award for 2014 Customer Service Department of the Year in the eighth annual Stevie Awards for Sales & Customer Service in Las Vegas.

### 3. Quality Control

- a. **Operational Plan: Describe how Company will ensure performance through adequate management, supervision, review and control. What are your preventative maintenance procedures for SQL injections, cross-site scripting attempts, vulnerabilities? How do you handle updates and patching of the software? For hosted solutions, what is your guaranteed up-time? Do you have a Service Level Agreement (SLA)?**

OmniUpdate follows ISO standards to provide your institution with the security expected. We use industry standards and best practices to ensure the security of our clients and our products.

OU Campus is in a continuous state of development to provide industry-leading ease of use and features to service your needs. OmniUpdate will conduct any and all maintenance regarding the product, including updates and new release installations. This service is included in the support contract. New features are added every quarter, with a major release each year. All updates and releases are backward compatible, and all upgrades are included in maintenance. New features and major updates are always pre-announced to clients, who are the major influencers guiding the development of OU Campus.

There is no website downtime with the installation of an update or new release of OU Campus. Because OU Campus operates independently from your production website, OmniUpdate will conduct all maintenance regarding the product. Scheduled maintenance windows are during off-peak usage times typically on Saturday night between the hours 12:00 AM and 4:00 AM EST. Maintenance activity, when it occurs, typically takes just a few minutes.

Industry-standard XSS prevention is used throughout the application, which is protected by enterprise-grade, content-inspecting firewalls. Repeated attempts at password hacking will result in the user being locked out until an administrator unlocks the user. SQL injection is prevented by using an industry-standard database ORM that handles all SQL queries.

For our Software-as-a-Service (SaaS) deployment, the equipment in the OmniUpdate data center is adequate to support thousands of websites/subdomains and tens of thousands of users. OmniUpdate's redundant network includes high-availability redundant firewalls, high-availability switches, and multiple power drops for every server. Application servers are clustered, and dynamically scale to the quantity and resources needed. With servers in multiple, geographically-distinct data centers in California, Washington, and Texas, OmniUpdate ensures recovery in the event of a disaster.

Due to our decoupled architecture, if OU Campus is offline or inaccessible for any reason, your institution's websites are unaffected and will continue to operate as always.

Network connections between an operating OU Campus application and the Internet will be available to the Licensee free of OU Campus interruptions 99.99% of the time. *Please see our sample Service Level Agreement in the appendices.*

**b. Record and Reporting Systems: Describe Company's system for self-monitoring and to ensure maintenance of complete and accurate records.**

Data is secured using industry-standard procedures, hardware, and software. Access to data is controlled via an internal Security Manager and other related controls. For monitoring OU Campus hardware and software, OmniUpdate uses industry-standard monitoring testing techniques and tools such as SNMP and New Relic.

- **How do you document software and/or system issues?**

OU Campus logs any system errors. Log files are generated in plain text that can be read by any standard application. The CMS uses standard Java logging facilities, configurable to log only major errors, or varying levels of application flow. Sensitive information (passwords, etc.) are never logged.

Upon startup, if configuration errors are found, OU Campus will fail to start and log errors into the Apache Tomcat log file directory.

- **What is the internal procedure in place to addressing/resolving problems after they are identified?**

All issues are addressed as soon as they are identified. OU Campus has a 10-year track record of outstanding reliability and stability. Other than scheduled maintenance on the order of 15 minutes, OU Campus provided from our servers has had no downtime due to the application itself. The overall result is a 99.99% availability. OU Campus provided from customer servers has never had an application-caused down condition to the best of our

knowledge. OU Campus is extensively tested and has shown outstanding stability. There has never been any forced rollback to a prior version due to stability problems.

• **How do you report these issues and their resolutions to your client base?**

During normal usage, if errors are encountered they will be presented in the application where applicable. When errors are not presentable they are logged into the OU Campus/Apache Tomcat log file location.

For the Enterprise Server deployment, FTP/SFTP errors and publish errors can be viewed through command line access. All internal log files are viewable through the OU Campus interface.

Administrators are notified within OU Campus of any locked user accounts due to failed login attempts. After three failed login attempts, the user account is locked and requires an administrator to unlock that user account.

If a security breach occurs or is suspected to have occurred, the following steps are immediately taken:

- Any open user sessions are closed
- Site is locked down – no one may log in
- All logs containing user activity, IP addresses, content changes, etc., are immediately downloaded
- Depending on the nature of the security issue, additional tasks may be carried out (e.g. republishing pages or entire site, restore from a reliable backup)
- Support/Engineering personnel will work with the client to: resolve the issue, return the site to normal operation, and investigate the cause

OmniUpdate will provide complete log files and all supporting information to client within eight (8) business hours of a security breach or incident.

• **If hosting is proposed, how does the company monitor visitor and server utilization and keep records on utilization stats, drive space, bandwidth etc? How is this information available to the College?**

OmniUpdate uses SNMP and New Relic to monitor performance trends in the OU Campus SaaS environment. Log files are generated in plain text that can be read by any standard application. The CMS uses standard Java logging facilities, configurable to log only major errors, or varying levels of application flow. Sensitive information (passwords, etc.) are never logged. Information may be made available to the College if requested.

OmniUpdate hardware infrastructure is capable of servicing more than three times the current load and capacity needs of all OU Campus customers. Multiple, load-balanced application servers, and redundant database platforms are used to ensure 99.99% uptime for all OmniUpdate customers.

OU Campus servers are backed up continuously through the use of high speed storage RAID arrays. Additionally, all database entries and web content source information is backed up nightly to geographically different data center locations.

**c. Operating Problems: Discuss any operating problems, other than litigation, which you have experienced within the past five years, and their resolution.**

There was one unplanned outage in late August 2012 in the evening hours where the redundant firewall cluster protecting the SaaS environment locked up for 15 minutes. We performed troubleshooting and, ultimately, software upgrades with the support of our vendor and have been trouble-free since.

Due to OU Campus' decoupled architecture, if OU Campus is offline or inaccessible for any reason, your institution's websites are unaffected and will continue to operate as always.

## 4. Financial Viability

**a. Financial Statements**

**Submit current financial statements prepared and certified by an independent CPA, or internal statements if certified statements are not available or have not been issued within the past twelve (12) months.**

OmniUpdate continues to exhibit financial stability with a positive balance statement and year over year profitability. As a privately held company in a highly competitive industry, OmniUpdate, Inc. does not disclose financial statements. However, should OmniUpdate be selected as the winning vendor for this RFP, a copy of financials can be provided under strict non-disclosure if requested.

OmniUpdate was self-funded by its founders in 1982 and grew via retained earnings through 2000. At that time, OmniUpdate accepted private equity investment to foster growth in web content management solutions. OmniUpdate remains privately owned and professionally run with a Board of Directors and shareholders that value financial stability coupled with steady and stable growth.

**b. Indebtedness to County and/or College, Liens and Litigation**

**i. Submit a statement as to indebtedness, if any, to the County and/or College.**

OmniUpdate has no outstanding debts to the County, College, or any other parties.

**ii. Submit a listing of all outstanding liens, if any, against Company.**

There are no outstanding liens against OmniUpdate.

**iii. Submit a summary of litigation, if any, against Company and its disposition.**

There is no pending or past litigation against OmniUpdate.

## c. Section III Responses

### 2. Technical Proposal Requirements:

#### The proposed system must:

- **Provide the College with a easily learned developer's toolset, to create templates and plugins to deliver a design that takes advantage of the ongoing advances in web content presentation (Ex. Html 5, Ajax, JQuery, Responsive Design...) and integrate content sharing and social publishing strategies (ex. Blogs; RSS; integration with Facebook, Twitter, and YouTube ... )**

OU Campus offers your developers a comprehensive set of REST-based APIs, allowing for deep integration and customization. In fact, every backend function in OU Campus is accessible via API. Developers can communicate directly with the CMS to add extended functionality and custom user interfaces. The entire OU Campus front end user interface is itself just a client to our own APIs.

The OU Campus Gadgets API also provides a way for users to easily create and share custom modules and widgets to enhance the OU Campus experience in new and unique ways.

OU Campus supports unlimited templates and provides tremendous flexibility in the creation of new web pages, folders, or entire sites based on a variety of templates, or from scratch using the WYSIWYG Editor. During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus.

OU Campus supports responsive web design for your site, allowing for alternate display formats that include web browsers, mobile devices, and tablets. OU Campus allows web designers to use HTML and CSS (including the latest HTML5 and CSS3) in the template design to ensure a consistent "look and feel" throughout a site. By using XML/XSL and CSS, OU Campus offers web designers and system administrators the ability to control style and apply custom CSS elements to global templates, local templates, and specific page regions within any page design without modifying any page content. Responsive design can be achieved in OU Campus templates using CSS3 Media Queries, JavaScript, or any combination of the two.

OU Campus provides several social media options for departments to use, including:

#### **OU Social™**

OU Social is a Facebook app that provides a powerful yet simple solution to increase the presence of the institution on Facebook. By linking a Facebook Page to OU Campus, users can select which



OU Campus-managed webpage will be synchronized with the Facebook Page. This provides the ability to update social media and web pages simultaneously by editing one file.

#### Send to Facebook

The Send to Facebook feature allows authorized users to automatically send wall posts to Facebook Pages. This feature enables users to create wall posts from OU Campus in conjunction with the creation or update of content, which can occur on an immediate or scheduled basis. In addition, users can link to multiple Facebook Pages and publish to only the desired pages.

#### Send to Twitter

Send to Twitter allows users to send a tweet to a linked Twitter account. In addition to the desired content, this message can contain a link to the page, and admins can set up a default tweet, which will auto-populate for the end user. Users can link to multiple Twitter accounts and publish to only the desired accounts.

Additionally, OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.

In addition, OU Mashup allows you to easily display content from your choice of social media networks, including Facebook, Twitter, Instagram, YouTube, Flickr, and more, all on one page. It can be modified to display posts from usernames, pages, or specific hashtags by simply updating content settings in OU Campus.

OU Campus offers an optional service called **OU Blogs** for the buildout and implementation of blog templates according to university specifications. Users can create and manage blogs directly within OU Campus, taking advantage of essential workflow features such as approvals and publish now.

OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.

- **Provide the means of accessing and presenting content from external data sources including Oracle and SQL Server databases.**

OU Campus interoperates perfectly with dynamic content that may be required to be stored in existing database systems. Server-side executed SQL calls to Oracle, MySQL, and other databases are allowed on any web page asset.

In addition, the source code asset feature allows developers to create queries to external databases and other web services in order to provide a dynamic experience for web visitors. Content editors with no programming knowledge can then insert these assets into pages through the WYSIWYG Editor.

- **Provide the ability for the College's Institutional Advancement to own and maintain the website to increase content marketing activities and require a minimum reliance on the College's IT department to operate and maintain the system.**

OU Campus is designed to make it easy for technical and non-technical users alike to quickly edit and publish pages to the live website without the need for a programming background, allowing non-technical users to own and maintain their sites without any assistance from IT. The intuitive, graphical interface makes it easy for non-technical users to insert multimedia, forms, as well as

interactive server-side scripts. OU Campus has proven itself to be the most successful CMS on the market through its overwhelming buy-in by more than 45,000 users.

In addition, OU Campus offers a simple to use, role-based workflow/approval system designed to fit the needs of your institution. Eleven standard user levels are provided. Each user can be assigned a unique set of editing functions, either by deleting default functions or by adding others. Multiple roles are supported and access is customizable to and beyond the document/page level to an individual edit block. Content is automatically checked out to users as they edit content, and automatically checked in when content is approved. Content is published to your website only after content has been approved. Workflow can include a chain of approvers and may be overridden by administrators, or even redirected, based on the content itself.

- **Provide an easy-to-use editing interface to allow the College's many content contributors to provide and maintain information within their functional areas, without interacting with the page design and styling.**

OU Campus makes it easy for non-technical users to quickly edit and publish pages to the live website without the need for a programming background. The WYSIWYG Editor in OU Campus mimics the same functionality found in word processors for a simple, user-friendly editing experience.

OU Campus provides designers with a robust template structure using XML/XSL ensuring content presentation uniformity and standards-perfect pages every time. Administrators have granular control over functions that effect content presentation, effectively preventing inadvertent or intentional style deviations by any content editors.

OU Campus has 11 user levels that allow administrators granular control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers) and can even be customized on a per-user basis, allowing administrators to choose the appropriate role for each user.

Additionally, the WYSIWYG toolbar contains a customizable styles drop-down that enables users to apply approved CSS styles to their content. Administrators of OU Campus can remove other HTML formatting tools (e.g., font family, font color) from the WYSIWYG toolbar to ensure users only apply the CSS elements that are appropriate for the page design or template used.

Administrators can also configure the forms-based MultiEdit templates to be extremely restrictive for certain users while giving other users more freedom, based on their group and/or user roles.

MultiEdit can be set up to show only the forms-based editor rather than an editable region with the WYSIWYG Toolbar. It can also be configured so that both editors are available.

- **Implement appropriate roles and permissions such that content providers have the ability to provide content in specific areas on pages under their jurisdiction, and have this content reviewed and approved before publication. The following are the roles envisioned within the system:**

- **CMS Administrators – Design site, create and modify templates, control content, manage other system users and roles.**
- **CMS Content Editors – Can manage and publish specific areas of content. Traditionally, editors review posts by contributors and schedule them to go live**
- **CMS Author – Can publish their own content specific to their area.**
- **CMS Contributor – Can create content but cannot publish it. They need to submit for review to Editors.**

OU Campus has 11 user levels that allow administrators fine control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers), making it easy for administrators to choose the appropriate role for each user. View-only access is also available for non-editors. A view-only role where a user can be designated to review and approve a page but not edit it.

In addition to user roles, OU Campus offers a powerful groups-based access system to allow the right people to edit the right content on the right pages. YOU Can create an unlimited number of groups and users can belong to as many groups as necessary.

Partial-page editing and selective content editing offer a fine-grain level of access to specific parts of content and pages. Users can belong to multiple groups for maximum flexibility.

OU Campus offers a completely customizable workflow process that does not require any scripting. Multi-level approvals/rejections, email notifications, and page scheduling are all provided. Administrators can enable automated and preconfigured, customized, or on-the-fly workflow. Each user has their own personal dashboard to manage pages that are checked out and monitor projects within each workflow. The workflow messaging process can also integrate with your own email system.

An administrator can set up a workflow for a user by selecting a different user as their approver. The approver will be sent any notifications for pages in the workflow. Notified users typically have higher privileges in the workflow process such as editing, reviewing, publishing, and approving files. In addition, a user's normal approver can be overridden on a page-by-page basis. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.

- **Web Site Subscriber – The website user... has the ability to subscribe to a site and view/contribute specific content if desired.**

The delivery of personalized content based on user role (faculty, staff, student, applicant, athlete, etc.) or authenticated user characteristics can be implemented via custom server-side code incorporated into the web templates and published by OU Campus, allowing subscribing web visitors to be recognized and appropriate content made available to them based on your institution's marketing strategies and assumed visitor preferences.

In addition, the comments feature in OU Campus integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the

institutional website. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.

**The proposed solution must include:**

- **The ability to migrate existing content to the new platform and be live by 4/1/2015.**

OmniUpdate provides migration services to rapidly deploy websites within its OU Campus product. Utilizing our team's expertise with a variety of tools and techniques, OmniUpdate will successfully migrate the Suffolk County Community College sites as we have previously done for many of our clients. The migration services being offered will be customized based on a your new web design, structure of content, and the technical specifications of the new design.

OmniUpdate prides itself in keeping your projects on time and on budget. We understand your time is valuable, so we assign a Project Manager to your project who initiates the kick-off meeting and works with you to develop a workable timeline that takes all factors into account. Status reports will be delivered respectively by either your Project Manager or Implementation Manager, and may be presented via email, web and audio conferencing, or through OmniUpdate's online Project Tracking System. We are committed to keeping you informed during every step of the process.

While we will provide the steps necessary to migrate your content, set up OU Campus, and create your templates, the ability of your institution's team to provide files and information to our Implementation team is crucial to keeping this schedule intact. This schedule may be altered if delays occur. Nevertheless, we have had many projects end early when files are delivered in a timely manner, and we have every intention of making sure your project will be completed on time, if not earlier.

- **The ability to manage content going forward by following an editorial calendar and seamless workflow approval process, regardless of specific browser or OS.**

OU Campus offers a simple to use, role-based workflow/approval system designed to fit the needs of your institution regardless of specific browser or OS. OU Campus is a rich browser-based application and works in all modern browsers (Internet Explorer, Firefox, Safari, and Chrome) on all major platforms (Windows, Macintosh, and Linux).

Eleven standard user levels are provided. Each user can be assigned a unique set of editing functions, either by deleting default functions or by adding others. Multiple roles are supported and access is customizable to and beyond the document/page level to an individual edit block. Content is automatically checked out to users as they edit content, and automatically checked in when content is approved. Content is published to your website only after content has been approved. Workflow can include a chain of approvers and may be overridden by administrators, or even redirected, based on the content itself. Moreover, the workflow and approval process has an easy point-and-click setup with no programming required.

- **The ability of the system to provide a guaranteed up-time of 99.9% both for content development and audience access, and a load balanced architecture.**

OmniUpdate hardware infrastructure is capable of servicing more than three times the current load and capacity needs of all OU Campus customers. Multiple, load-balanced application servers, and

redundant database platforms are used to ensure 99.99% uptime for all OmniUpdate customers who opt for our cloud-hosted (SaaS) solution.

As a decoupled system, OU Campus works independent of your production web server, where your institution's website resides. This means that every time a page request occurs, your server carries the burden and OU Campus is uninvolved. While not related to OU Campus, load balancing your production web server may be desirable to improve visitor response times should a single web server load increase beyond its operational capacity.

Load balancing can be implemented with software or hardware by your IT department. Software options include (but are not limited to) Apache Web Server or ha-proxy; hardware options include F5, Barracuda, and more.

When multiple servers are handling page requests, web page content needs to be replicated to the other web servers quickly. File replication can be done two ways: distributed or highly-available network storage. For a distributed solution, replication can be done with solutions such as DFS for Windows, Rsync for Linux, or DRBD and a cluster file system. Potential highly-available network storage solutions include SAN or NAS.

- **The ability to authenticate user against the College's Active Directory preferably by federating through Microsoft's ADFS.**

OU Campus supports CAS and Shibboleth single sign-on. While ADFS is not currently supported, it is possible for OmniUpdate's development team to include this in a future release of OU Campus.

OU Campus also offers Microsoft Active Directory integration with its LDAP capability. OU Campus setup handles the specification for Active Directory. OU Campus APIs allow authorization configurations to be controlled externally.

- **The ability to support the traffic and bandwidth requirements as noted in appendix A.**

As a decoupled system, OU Campus manages your web content, but does not serve web pages to your web visitors. OU Campus can publish to websites that utilize load balancers, caching, and other methods that ensure website availability. Your institution can continue to use whichever methods it has found to be effective to support traffic and bandwidth requirements.

Capabilities and Requirements	Vendor Response 1- Out of the Box 2- Custom Implementation 3- Optional Add-on	Additional Vendor Details
<b>Content Creation and Editing</b>		
Does the CMS support content editing, including support for rich text with HTML and style (CSS) enforcement?	1	<p>OU Campus supports content editing, including support for rich text with HTML and style (CSS) enforcement.</p> <p>OU Campus provides designers with a robust template structure using XML/XSL ensuring content presentation uniformity and standards-perfect pages every time. Administrators have granular control over functions that effect content presentation, effectively preventing inadvertent or intentional style deviations by any content editors.</p> <p>OU Campus empowers administrators to limit the selection of formatting styles through a granular permission system. They can also create custom toolbars that remove those functions that could potentially allow the selection of restricted formatting styles. Toolbars contain an optional CSS drop-down menu that enables users to apply administrator-approved CSS styles to selected areas of content. Additionally, there is a custom report that allows administrators to audit which toolbars are assigned to pages or users.</p>
Does the CMS support "in-context editing" with a WYSIWYG environment showing the edits in the context of how those edits will appear in the resulting Web page(s)?	1	<p>OU Campus provides an intuitive in-context "What-You-See-Is-What-You-Get" (WYSIWYG) Editor enabling staff at any level of technical knowledge to edit web pages. In-context means editors work with the entire page, even when they are only editing a small part of the page. This is a vast improvement over forms-based WYSIWYG editors.</p>
If a third party editor is used, what is the name and version of the editor. Are other editors available?	1	<p>The OU Campus WYSIWYG Editor is a customized version of TinyMCE version 3.5.11. The editor is fully integrated into OU Campus and is supported by OmniUpdate. Any resolving/troubleshooting of issues is the responsibility of OmniUpdate.</p> <p>This is the only third party editor currently available.</p>

<p>Does the CMS support structured content editing, which guides the content contributor through the process of creating content to ensure consistency?</p>	<p>1</p>	<p>Yes. The OU Campus MultiEdit feature allows for form-controlled editing for XML and other structured content for CMS users. Administrators can create forms-based templates that present users with an easy-to-follow guide for adding content to a structured layout. Templates can include both style-free form fields and WYSIWYG content editing areas.</p> <p>Administrators can configure the forms-based MultiEdit templates to be extremely restrictive for certain users while giving other users more freedom, based on their group and/or user roles. MultiEdit can be set up to show only the forms-based editor rather than an editable region with the WYSIWYG Toolbar. It can also be configured so that both editors are available.</p>
<p>Does the CMS allow editing from Microsoft Word? Does it support any "clean up" of characters and other formatting issues that often occur with content originating in Microsoft Word?</p>	<p>1</p>	<p>OU Campus includes "smart" paste from MS Word and other MS Office documents, which cleans MSO code as copy is pasted into the editor. This can be set by administrators for required usage.</p>

Does the CMS provide the ability to create and maintain shared assets that are used throughout one or multiple websites?

1

Reusable content provides your team an easy way to update information across multiple web pages, sites, and even channels. With OU Campus, there are multiple ways to reuse content with assets, snippets, and more.

**Assets**

Administrators and select users can quickly create assets such as text, code, images, forms, polls, and more. To use an asset in a web page, users simply insert an asset within the WYSIWYG and Source Editors. When an asset is updated, all pages that contain the asset are updated, ensuring that your content is always up-to-date. In addition, assets are integrated into the OU Campus permission system, allowing administrators to manage assets through group-based permissions.

There are 5 types of assets in OU Campus:

- Web Content – Used for entering formatted text or media items (e.g., images, videos, links). Created and edited with the WYSIWYG Editor.
- Plain Text – Used for entering plain text.
- Source Code – Used for entering source code (e.g., HTML, JavaScript, PHP, ASP, ColdFusion).
- Image Gallery – Part of Live Delivery Platform (LDP). Used for creating an image gallery.
- Managed Form – Part of LDP. Used for creating a form, poll, or survey.

**Snippets**

Administrators and developers can provide preformatted HTML content (e.g., tables, forms, paragraphs of commonly used text, names) that can be easily placed into the WYSIWYG Editor via selection menus. Snippets can be designed to include directory variables that are resolved when a user inserts the snippet code in the page. Although snippets are centrally managed, once they are entered into a page, they become part of the page and will not be updated if the master snippet is modified.



<p>Can individuals with CMS permission search to find existing reusable content?</p>	<p>1</p>	<p>Assets in OU Campus allow users to filter by type, such as web content, plain text, source code, image galleries, and managed forms; filter by site, allowing users to apply Assets across OU Campus managed sites; and filter by tag, allowing for collection, aggregation, and quick selection of desired Assets.</p> <p>For authors, the OU Campus Quick Search feature enables users to quickly find content without the need of complex search terms or queries. Quick Search is exceptionally fast and gives users the ability to search page content, filenames, and folder names. Its advanced features allow users to focus their search queries on page titles, metadata, and more. In addition, administrators can control which pages are indexed by Quick Search, allowing only the desired content to be searchable.</p>
<p>Does the CMS provide a means to browse reusable content available in the content repository?</p>	<p>1</p>	<p>Users with permissions can browse and select an asset from the Asset Browser and use it on any page in any site.</p> <p>Assets in OU Campus allow users to filter by type, such as web content, plain text, source code, image galleries, and managed forms; filter by site, allowing users to apply Assets across OU Campus managed sites; and filter by tag, allowing for collection, aggregation, and quick selection of desired Assets.</p>

<p>Does the CMS provide common "library services" including check in and out, revisions and versions?</p>	<p>1</p>	<p>OU Campus has a check-in/check-out process. Once a page is selected for editing, it is automatically checked out, thus preventing overwriting of work by another user. Once completed, the page is moved through the approval process (if specified) for review, approval, and publishing, or rejected and sent back to the editor for revision. Upon completion of a workflow process, pages are published and automatically checked in for future editing. Administrators can also view a list of all pages checked out and have the ability to override the checkout process as needed.</p> <p>Logs are created as each page is updated showing the date and user that saved or published the files. Additionally, the versioning system keeps track of every version of the page that was published and users can manually back up any file for version control.</p>
<p>Which of the following content types are supported out-of-the-box?</p> <ul style="list-style-type: none"> <li>Rich Text</li> <li>Plain text</li> <li>HTML</li> <li>Image</li> <li>File (PDF/Word/etc)</li> <li>Calendar Events</li> <li>Flash</li> <li>Video</li> <li>Structured Content</li> </ul>	<p>1</p>	<p>OU Campus supports all content types out of the box, including Rich Text, plain text, HTML, image files (.jpg, .png, .gif, .bmp, .tif), PDFs, Microsoft Office files (.doc and .docx, .ppt and .pptx, .xls and .xlsx, etc.), many common video and audio file types (.mp4, .mpeg, .m4v, .aif, .aiff, .flac, etc.), iframes, and YouTube and Vimeo embeds.</p> <p>The Binary Management feature in OU Campus allows binary files such as MSOffice and Adobe documents to be managed directly from the OU Campus staging server as read-only files, allowing users to take advantage of traditional file management and workflow tools such as versioning, approvals, and scheduled publish in order to manage multiple binary file formats.</p>
<p>Does the CMS provide the ability for the Administrator to add components such as forms, calendars, slide-shows etc. . . . for rapid deployment?</p>	<p>1</p>	<p>The OU Campus Live Delivery Platform (LDP) provides a dynamic and extensible layer for creating forms and slide shows (Image galleries).</p>
	<p>3</p>	<p>OU Calendar is an optional calendar module that can be customized to meet an institution's needs.</p>

<b>Meta Data Management</b>		
Does the CMS support editing of metadata by content contributors, including structured information such as publication and expiration dates, titles, and call-outs?	1	<p>There are three ways to collect and use metadata in OU Campus. Metadata can be built into the template and applied to all pages, users can select from a pre-defined list using checkboxes, or, users can type in their own custom metadata.</p> <p>Default metadata fields are built into the New Page Wizard that allows users to fill in the necessary information whenever they create a new page on OU Campus. Metadata entry can be enforced as part of the template and administrators can give content editors the ability to select from defined lists of metadata options or type in their own. After a page is created, metadata can be put into custom fields in the Page Properties area of each page. Page Properties provides access to edit metadata on each page.</p>
Does the CMS provide both open ended "tag lists" of pages, as well as a controlled hierarchy of "categories" for site visitors to select from?	1	Yes. OU Campus can provide open-ended "tag lists" of pages and a controlled hierarchy of categories for site visitors to select from.
Can these tags and categories lists be used across all site content, from blog posts, to landing pages and other pages to best promote click through from one page to the next?	1	Yes. Metadata such as tags and categories can be applied to any page managed in OU Campus, including blog posts, landing pages, and other pages.
Does the CMS allow for meta-data tagging using the schema.org taxonomy?	1	Yes, OU Campus allows for metadata tagging using the schema.org taxonomy. OU Campus supports current web standards and allows your web developers to use the latest web technologies such as HTML5, CSS3, and metadata tagging using the schema.org taxonomy.
<b>Blogging</b>		
Does the CMS provide a built-in, integrated blog?	3	The OU Blogs module in OU Campus provides a built-in, integrated blog solution. Users choose from a set of blog templates and create/update the post just as they would any other page in OU Campus.

<p>Does the CMS allow multiple blogs within one website?</p>	<p>1</p>	<p>OU Blogs allows for an unlimited number of blog instances within one site.</p>
<p>Does the CMS allow RSS feed generation for blogs?</p>	<p>1</p>	<p>OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.</p> <p>OU Campus provides for easy creation and management for any number of RSS feeds. RSS items in OU Campus can be automatically created when a page is created or updated, and published to the feed when the page is published.</p> <p>RSS feeds can be easily combined into aggregate groups (syndication groups) in OU Campus for syndication on your website or news reader subscription. Individual feeds can be added to multiple feed groups.</p> <p>The use of traditional RSS feeds is extended with Media RSS, allowing users to attach and share audio, video, and image files. The interface makes it easy to enter media files, links, titles, descriptions, image thumbnails, and keywords. Entry of this information can also enhance the site search process.</p>
<p>Does the CMS allow for comments and comment moderation on any page?</p>	<p>1</p>	<p>The LDP Comments feature integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the institutional blog. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads by replying to other user comments, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.</p>

<p>Does the CMS allow blog content to be intermixed with other site content, pages and related link lists?</p>	<p>1</p>	<p>OU Campus allows blog content managed in OU Campus to be managed as an Asset and "mixed in" with other site content and pages if preferred.</p> <p>Alternately, OU Mashup is an optional service offered by OmniUpdate for the creation of a "mashup" style page. Content is pulled from your choice of sources, including social media sites, blogs, and other content managed in OU Campus.</p>
<p><b>Social Media</b></p>		
<p>Can the CMS display external social site content?</p>	<p>1</p>	<p>Yes. OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.</p>
<p>Does the CMS allow for external RSS feeds to be displayed inline?</p>	<p>1</p>	<p>Yes. OU Campus allows external RSS feeds to be displayed inline.</p>

Does the CMS have social sharing widgets?

1

OU Campus provides tools for users with appropriate permissions to place assets on pages, giving web visitors multiple social sharing options for posted content, including email, Facebook, Twitter, Tumblr, Evernote, Reddit, and dozens more. Options can be added to pages by creating a Source Code Asset, building the feature into the template, or by adding the code to the page.

OU Campus also provides several other social media options for departments to use, including:

**OU Social™**

OU Social is a Facebook app that provides a powerful yet simple solution to increase the presence of the institution on Facebook. By linking a Facebook Page to OU Campus, users can select which OU Campus -managed webpage will be synchronized with the Facebook Page. This provides the ability to update social media and web pages simultaneously by editing one file.

**Send to Facebook**

The Send to Facebook feature allows authorized users to automatically send wall posts to Facebook Pages. This feature enables users to create wall posts from OU Campus in conjunction with the creation or update of content, which can occur on an immediate or scheduled basis. In addition, users can link to multiple Facebook Pages and publish to only the desired pages.

**Send to Twitter**

Send to Twitter allows users to send a tweet to a linked Twitter account. In addition to the desired content, this message can contain a link to the page, and admins can set up a default tweet, which will auto-populate for the end user. Users can link to multiple Twitter accounts and publish to only the desired accounts.

Additionally, OU Campus can integrate with any social media tools that have an available API, including Instagram, Pinterest, Flickr, YouTube, LinkedIn, and Tumblr.

<p>Does the CMS allow for comments to be used on any site page?</p>	<p>1</p>	<p>The LDP Comments feature integrates the Disqus commenting system with your website to give your web visitors an opportunity to have their voice heard on the institutional blog. Visitors can provide their perspective on a topic, "like" or "dislike" a page or another visitor's comment, create comment threads by replying to other user comments, and much more. Administrators have the tools to configure which options are available, monitor all feedback, approve and moderate comments, and have granular control over who can input a comment.</p>
<p>Does the CMS provide the ability to generate polls?</p>	<p>1</p>	<p>The OU Campus forms builder feature allows users to easily create and manage forms, surveys, and polls in OU Campus. Users will create Assets, which can then be inserted into the appropriate page(s). When creating a form asset, the user can select from various form input elements, including single line text, multi-line text, radio buttons, checkboxes, drop-downs, and multi-select. Administrators can configure the processing on a per-form basis to address multiple targets, including email, databases, spreadsheet, or any combination thereof. Submissions can be confirmed by email as well as anonymously submitted.</p> <p>Alternatively, if Suffolk County Community College wishes to use a third-party polling software, OU Campus integrates with best-of-breed third-party applications such that they can be managed within the normal OU Campus interface with the Add-Ons feature.</p>
<p><b>SEO</b></p>		
<p>Does the CMS ensure that Page Title, Page Summary and other critical SEO elements can be created even by casual content contributors?</p>	<p>1</p>	<p>OU Campus provides for easy definition of metadata when a page is created and after. Default metadata fields are built into the new page template wizard allowing users to fill in the necessary information. After a page is created, metadata can be put into custom fields in the page properties area of each page. The page properties provide access to edit metadata on each page.</p>

<p>Does the CMS identify pages that are missing critical SEO elements?</p>	<p>2</p>	<p>In OU Campus, critical SEO elements such as keywords can be programmed to be included in every template at creation. This saves time for your content editors and eliminates the need to review and edit any pages missing critical SEO elements.</p> <p>OU Campus also allows developers to link outside applications and best-of-breed third-party SEO ranking services such that they can be managed within the normal OU Campus interface using the Add-Ons feature.</p>
<p>Does the CMS provide marketers the ability to create and track URLs that are keyword, search and user friendly?</p>	<p>1</p>	<p>All URLs in OU Campus are folder- and filename-based and either relative to the root or fully-qualified, thus making your website SEO-friendly. OU Campus provides your institution with complete control over the filenames, allowing your site to have user and SEO-friendly URLs. Metadata can be enforced as part of the template and administrators can give content editors the ability to select from defined lists of metadata options or type in their own.</p> <p>Additionally, a sitemap can be generated and exported by administrators in OU Campus to facilitate indexing by Internet search engines such as Google, Yahoo, Bing, and more. The sitemap will generate an XML file, which can then be reused to create a site index, submitted to Google, or used in another fashion as determined by the site's designers and administrators.</p> <p>The Link Check feature in OU Campus validates all internal and external hyperlinks on a page to ensure that there are no bad links. Link Check creates a report for the user that lists both valid and broken links.</p> <p>Additionally, the site-wide Link Check feature allows administrators to run a report on all links. Administrators also have the option to follow link redirects and set timeout rules to ensure that links are in an optimal state.</p>



<p>Does the CMS provide marketers the ability to retain URLs when changes are made to avoid broken links from search engines?</p>	<p>1</p>	<p>When a page's content is updated in OU Campus, its URL is retained. URLs only change in OU Campus when a page's location within the structure of the site is changed (e.g., moving a page from one subdirectory to another) or when the page is renamed.</p> <p>When a page is moved or renamed, OU Campus does not automatically generate a redirect to the new page location. However, users may generate one on their own using the redirect tools provided in OU Campus in order to avoid broken links from search engines.</p>
<p>Does the CMS provide redirects for pages that are deleted?</p>	<p>1</p>	<p>When a page is moved or renamed, OU Campus does not automatically generate a redirect to the new page location. However, users may generate one on their own using the redirect tools provided in OU Campus in order to avoid broken links from search engines.</p>
<p><b>Analytics</b></p>		
<p>Does the CMS provide out of the box integration to Analytics platforms? Which?</p>	<p>1</p>	<p>Direct integration with Google Analytics is provided out of the box in OU Campus. The Site Analytics Gadget allows administrators to review site-wide Google analytics reports directly from their dashboard. In addition, content editors with appropriate permissions can review page-level analytics for targeted information when editing a page using the Page Analytics Gadget.</p> <p>OU Campus also allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p> <p><i>Please see Appendix F to view a screenshot of this functionality.</i></p>
<p>Does the CMS allow internal marketers to determine how content publishing activity impacts site traffic?</p>	<p>1</p>	<p>The Analytics Gadgets allow users to view page views and other activity within a customizable date range, allowing marketers to determine how content publishing activity impacts site traffic. Provided charts and graphs help marketers grasp analytics information with ease.</p>

<p>Does the CMS allow internal marketers to determine where on the site to publish new content?</p>	<p>1</p>	<p>Administrators can utilize analytics information from the Site Analytics Gadget on their dashboard to determine where on the site new content should be published based on most-viewed pages.</p> <p>OU Campus also allows you to link directly to Google Analytics from within the OU Campus interface using the Add-Ons feature in order to access additional analytics information.</p>
<p>Does the CMS allow internal marketers to determine how frequently to update or create new content based on site traffic goals?</p>	<p>1</p>	<p>Content owners can use the Page Analytics Gadget to track site traffic in order to determine how frequently to update or create new content based on whether traffic goals are being met or not.</p>
<p><b>Design and Templates</b></p>		
<p>Does the CMS provide a page building and layout environment where users can select or drag and drop from a palette of page elements to change page designs?</p>	<p>2</p>	<p>Creation of new pages in OU Campus is easily performed with a single click using the New Page Wizard. Users are presented with a selection of pre-determined templates (one column, two column, three column) that they may choose from based on their permissions level.</p> <p>Both global and site-specific templates are available. The New Page Wizard can be designed with specific roles to control style elements from site to site.</p> <p>Once a page is created, the Gadgets sidebar in OU Campus allows users to drag and drop images and Snippets (such as tables, forms, images with captions) onto a page. Additionally, gadgets could be developed by your institution in order to provide additional drag-and-drop elements to the page-building process. <i>Please see Appendix F to view a screenshot of this functionality.</i></p> <p>OU Campus provides specialized widgets, known as Gadgets, to enhance the usability of the authoring interface for non-technical users. Located on the right-hand side of pages, Gadgets make it easier than ever to take advantage of drag-and-drop functionality for page elements, such as snippets, tables, image galleries, and forms.</p>

<p>Does the CMS provide out-of-the-box responsive templates? Does the CMS support content designed in Bootstrap and/or Foundation?</p>	<p>2</p>	<p>If your institution is redesigning their site templates, OmniUpdate can work with any design firm of your institution's choosing to incorporate the new web design, including responsive design. OmniUpdate has worked with dozens of design companies over the years to implement hundreds of higher education websites, including websites with content designed in Bootstrap and Foundation. The OU Campus interface itself is based on Bootstrap.</p> <p>Read how the University of Tennessee at Chattanooga got a responsive design refresh with OU Campus and Bootstrap:</p> <p><a href="http://omniupdate.com/resources/pdfs/case_studies/utc.pdf">omniupdate.com/resources/pdfs/case_studies/utc.pdf</a></p> <p>Responsive email/newsletter marketing templates are provided to customers who use our Email Campaign Manager tool.</p>
<p>Can mobile templates and themes be used to style the same content differently on mobile vs. main site?</p>	<p>1</p>	<p>Yes. OU Campus supports site development for a variety of device formats, including mobile and tablet. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile-specific versions (in addition to other channels such as social media). OU Campus allows web designers to use standard HTML and CSS (including the latest HTML5 and CSS3 technologies) in the template design to ensure a consistent "look and feel" throughout their sites.</p>
<p>Does the CMS provide the ability to create a design by modeling it on an existing site or design?</p>	<p>1</p>	<p>Yes. The Site Clone feature allows administrators to clone an already existing site in OU Campus to help in the creation of a new version. Alternate versions can be written in different languages if preferred.</p>

<p>Can designs from third party designers be imported?</p>	<p>1</p>	<p>Yes, designers can use third-party web design tools like Dreamweaver, Photoshop, and other applications to design templates for OU Campus. Output from Dreamweaver and other web design/development tools can be dropped directly into the OU Campus template repository.</p> <p>In addition, WebDAV integration gives developers the freedom to access, upload, and modify content on the CMS staging server using their favorite WebDAV compatible applications such as Adobe® Dreamweaver®, &lt;oxygen/&gt;® XML editor, Transmit, Coda 2, and Cyberduck, among others.</p>
<p>Can design changes be easily applied to existing pages?</p>	<p>1</p>	<p>Yes. The separation of content from design in OU Campus allows your organization to update the design and structure of pages throughout your entire website (or a portion thereof) by updating the appropriate XSL file and republishing all affected pages.</p> <p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. Your Implementation Manager will work closely with you during this process to ensure that your new templates address your individual needs. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus. Future site-redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p>

<p>What coding skills are required to change existing designs?</p>	<p>1</p>	<p>To manage and develop new template designs in OU Campus, the web developer should have the following training and/or skill sets:</p> <ul style="list-style-type: none"> <li>• Minimum skills for template development and site expansion: <ul style="list-style-type: none"> <li>○ HTML/XHTML, CSS, and some understanding of JavaScript (a typical web developer knowledge base).</li> </ul> </li> <li>• Preferred skills for advanced site development and interactive services: <ul style="list-style-type: none"> <li>○ XML, XSL, and any server-side languages (ASP, JSP, CFM, etc.) required by your institution's websites.</li> </ul> </li> </ul>
<p>Can designers preview what pages will look like on various mobile devices?</p>	<p>1</p>	<p>Yes. The Multi-Browser Preview feature allows content editors to preview exactly how a page will look in a multitude of different browser, operating system, and mobile device combinations, even before the page is ever published.</p>
<p><b>Navigation</b></p>		
<p>Does the system provide a WYSIWYG capability to maintain site navigation?</p>	<p>1</p>	<p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. A sitemap can also be generated. When a page is published, required navigation elements are added, updated, and published at the same time.</p>
<p>Does the system provide out-of-the-box breadcrumb capabilities to include in the site?</p>	<p>1</p>	<p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. A sitemap can also be generated. When a page is published, required navigation elements are added, updated, and published at the same time.</p>

<p>Does the system provide the ability to create lists of pages based on directory, tag or category that update automatically as new content is created?</p>	<p>1</p>	<p>OU Campus supports the ability to automatically generate and update a sitemap for each website. Users can select whether to include all pages, only the pages at a specified depth (e.g., two levels deep from the root of the site), or to completely manage the sitemap manually.</p>
<p>Does the system provide support for mega-menus?</p>	<p>1</p>	<p>Yes, OU Campus supports mega-menus.</p>
<p>Does the system provide support for "hamburger" navigation when viewed on a mobile device?</p>	<p>1</p>	<p>OU Campus provides web designers the ability to create UI elements for reuse across web properties by building the elements into the OU Campus template. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile-specific versions (in addition to other channels such as social media). OU Campus allows web designers to use standard HTML and CSS (including the latest HTML5 and CSS3 technologies) in the template design to ensure a consistent "look and feel" throughout their sites.</p> <p>OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML/CSS and XML/XSL. Additionally, we support all client-side technology such as JavaScript, jQuery, AJAX, Flash, etc.</p> <p>Alternately, UI elements can be created during the implementation process by our professional services team.</p>

<p>Does the system provide out-of-the-box core site navigation? Does it automatically maintain page locations in a sitemap as they are added to the system?</p>	<p>1</p>	<p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website.</p> <p>OU Campus supports the ability to automatically generate and update a sitemap for each website. Users can select whether to include all pages, only the pages at a specified depth (e.g., two levels deep from the root of the site), or to completely manage the sitemap manually.</p>
<p><b>Roles and Users</b></p>		
<p>How are users and user authentication managed? Can you reuse existing user logins and directory systems (LDAP, Active Directory)? Can authentication be federated against the College's directory services through Microsoft's ADFS?</p>	<p>1</p>	<p>Yes. OU Campus supports remote authentication via LDAP, Active Directory, CAS, and Shibboleth. The system's internal database can also be used for authentication.</p> <p>OU Campus offers Microsoft Active Directory integration with its LDAP capability. OU Campus setup handles the specification for Active Directory. OU Campus APIs allow authorization configurations to be controlled externally.</p> <p>While ADFS is not currently supported, it is possible for OmniUpdate's development team to include this in a future release of OU Campus.</p>
<p>Are there limits to the number of users that can be added as content contributors?</p>	<p>1</p>	<p>No. OU Campus is mature in its technical development and designed to handle an unlimited number of websites, pages, and users.</p> <p>OU Campus is licensed by deployment type (Software-as-a-Service or Enterprise Server License) and by the number of named users. Your institution can license a specified level or an unlimited number of users. All named users can log in concurrently.</p>

<p>Can you Create custom roles and associate users to roles through an easy-to-use administrative interface?</p>	<p>1</p>	<p>Custom roles are achieved in OU Campus using the powerful groups-based access system. Administrators can associate users to specific groups and customize permissions using a simple point-and-click interface to allow the right people to edit the right content on the right pages. YOU Can create an unlimited number of groups and users can belong to as many groups as necessary.</p> <p>OU Campus has 11 user levels that allow administrators fine control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers), making it easy for administrators to choose the appropriate role for each user.</p>
<p>Can a given user be assigned to multiple roles? Are permissions cumulative?</p>	<p>1</p>	<p>Any user in OU Campus can be assigned multiple roles. For example, a publisher in one area of the site can be a reviewer in another part of the site and an editor/approver for another location. These distinctions allow for distributed granular administration of user roles.</p> <p>User permissions can also be customized for individual users either by deleting default permission functions or by adding others. This, in conjunction with the multiple roles mentioned above, allow for multiple permissions for a single user.</p>



<b>Workflow and Governance</b>		
<p>Does the system provide the ability to define workflows through an easy-to-use administrative interface?</p>	<p>1</p>	<p>The workflow and approval process has an easy point-and-click setup with no programming required. Administrators set up workflows for users by selecting a different user as their approver. The approver will be sent any notifications for pages in the workflow. A workflow for a given page is created in the page properties by setting the approver for a given page. The approver will receive all requests for publishing on the page from those that have permission to edit that page. Pages that do not require approval will have the approver set to "None."</p> <p>Notified users typically have higher privileges in the workflow process such as editing, reviewing, publishing, and approving files. In addition, a user's normal approver can be overridden on a page-by-page basis. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.</p> <p>Notifications for workflow items, reminders, and general messages are handled through the external email and the dashboard. When a page is sent for approval, a message is sent to the approver's email as well as their dashboard.</p> <p><i>Please see Appendix F to view a screenshot of this functionality.</i></p>
<p>Can the workflow include multiple levels of approvals?</p>	<p>1</p>	<p>Yes. There can be multiple approvers that a page must iterate through, which provides a hierarchy of approval.</p>

<p>Does workflow include the ability to determine which roles have access to perform which actions at each step of the workflow?</p>	<p>1</p>	<p>OU Campus has 11 user levels that allow administrators to control the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers). Specific permissions can be customized for any single user by either adding or removing default functions in order to provide or deny certain privileges beyond the parameters of their given user level. Administrators can review a user's Restriction and Preferences under the Users List view to review which users will have access to perform which roles in any given workflow.</p>
<p>Does the CMS support multiple workflows to support multiple sites or sections of the site?</p>	<p>1</p>	<p>OU Campus allows administrators to set up an unlimited number of workflows to support multiple sites or site sections.</p>
<p>Can workflow be highly granular, meaning that workflow could be as detailed as a specific page or a specific element on the page?</p>	<p>1</p>	<p>OU Campus offers a completely customizable workflow process. Multi-level approvals/rejections, email notifications, and page scheduling are all provided. Administrators can enable automated and preconfigured, customized, or on-the-fly workflow. Each user has their own personal workflow gadget and workflow mailbox to quickly view and access checked out pages and monitor projects within each workflow. The workflow messaging process can also integrate with an external email system.</p> <p>A workflow for a given page is created in the page properties by setting the approver for a given page. The approver will receive all requests for publishing on the page from those that have permission to edit that page. Pages that do not require approval will have the approver set to "None."</p>
<p>How does the CMS automate notification to users and roles when there is content for review?</p>	<p>1</p>	<p>Notifications for workflow items, reminders, and general messages are handled through the external email and the dashboard. When a page is sent for approval, a message is sent to the approver's email as well as their dashboard.</p>

<p>Can the CMS schedule a page to go live and expire (come down from the site)?</p>	<p>1</p>	<p>OU Campus allows authorized users the ability to publish immediately to the live server or to schedule publishing for a future date and time. Content can also be scheduled to automatically expire.</p>
<p>Does the CMS provide a full revision history of changes made and who performed them?</p>	<p>1</p>	<p>Whenever a page is saved or published, OU Campus keeps a record of the action. The page log feature displays all of the saves and publishes, whether manual, scheduled, or part of a directory or site publish, that have occurred for a specific page.</p>
<p>Does the CMS allow older versions of content to be promoted to the live site?</p>	<p>1</p>	<p>Yes. OU Campus automatically creates a version of every page published, allowing content editors to roll back to any previous version of a page with one click. Versions of an unpublished page can also be kept. Additionally, every time a content editor saves or publishes a page, the information is logged in OU Campus.</p> <p>OU Campus allows users to compare a page's changes with any previously saved or published version of that page. Changes, deletions, and additions are shown in a visual format similar to that found in major word processors.</p>
<p>Does the CMS provide validation on content and metadata, such as required fields or allowable types of content by field (e.g. only email in an email address field)?</p>	<p>1</p>	<p>When users create forms in OU Campus, the LDP Forms module allows users to define which form elements are required, and easily select from pre-supplied or custom validation rules, including rules for email addresses.</p> <p>Allowable types of content, such as permitted or prohibited file types, can be enforced as well.</p>
<p>Does the CMS provide a means to bulk upload content such as files and images?</p>	<p>1</p>	<p>The OU Campus Zip Import feature gives users with file upload permissions an easy and efficient way to upload and extract multiple binary files at once. Users can upload a single zip file and rename or exclude specific files or folders before extraction. Administrators can continue to control which filename rules are acceptable for all imported files through the use of regular expression filename restrictions (e.g., all lower case letters and numbers with no spaces).</p>

<p>Does the CMS provide a preview function so users can see page content before it is approved? Can a page be published to a draft website for review and then published to the live site after approval?</p>	<p>1</p>	<p>Yes. The Page Preview feature allows pages to be previewed by content creators prior to publishing. This allows the user to feel assured that the page is configured as desired before it is on the public website. The page can be previewed in all published formats (for instance, HTML and PDF) using the Multi-Output Preview feature. Additionally, the Multi-Browser Preview feature allows a content editor to determine the look of the page in a multitude of browsers (e.g., Firefox, Internet Explorer, Safari, and Chrome) without having any access to these web browsers.</p> <p>Multi-Target Publish gives users the option to publish to different servers, expanding their options past the production server. Users can extensively test server-side code, new redesigns, or any major site changes on an alternate server before going live on the production server. Users can also upload, compare, and preview pages in different publish targets with the extended OU Campus functionality found with Multi-Target Publish. Administrators can easily determine access rights for which servers a user can publish to, and set the default publish target.</p>
<p>Can pages be viewed on mobile devices?</p>	<p>1</p>	<p>Yes, OU Campus supports mobile site development. Whether you choose to use separate mobile-specific templates or a responsive web design for your entire site, you can edit a single piece of content and deploy both desktop and mobile versions (in addition to other channels such as social media).</p> <p>In addition, the Multi-Browser Preview feature allows content editors to preview exactly how a page will look in a multitude of different browser, operating system, and mobile device combinations, even before the page is ever published.</p>

<p>Is the CMS decoupled from the web server? If not, how is the published site protected from the application server?</p>	<p>1</p>	<p>Yes. As a dynamic 'push' system, OU Campus is decoupled from your web server. The benefit to you is the complete removal of middleware processing that inevitably slows the web page serving process. Your web pages are served up fast and reliably, without interaction with your web management technology or processes.</p> <p>OmniUpdate uses a Parallel Directory Structure to store metadata in the database and the native OS hierarchical file system to store large blocks of content. By doing so, those large blocks of data can be found and processed very quickly. All high performance enterprise systems are designed this way because it allows both the database and the file system to do what they do best.</p>
<p>Can different sites be published to different web servers?</p>	<p>1</p>	<p>Yes. The Multi-Target Publish feature gives your users the option to publish to different web servers, expanding their options past the production server. Users can extensively test server-side code, new redesigns, or any major site changes on an alternate server before going live on the production server. Users can also upload, compare, and preview pages in different publish targets with the extended OU Campus functionality found with Multi-Target Publish. Administrators can easily determine access rights for which servers a user can publish to, and set the default publish target. In addition, Dependency Manager continues to ensure that links are always up to date, even across alternative publish targets.</p>
<p>Does the system allow versioning of templates and pages?</p>	<p>1</p>	<p>Yes. OU Campus automatically creates a version of every page published so versioning is simple and easy. Version control is performed by storing a copy of each page published in OU Campus. The number of versions is unlimited. Developer versions (unpublished) can be created at any time with a click of a button. Content editors can roll back to any previous version of a page with one click. Versions of an unpublished page can also be kept. Additionally, every time a content editor saves or publishes a page, the information is logged in OU Campus.</p>

<p>Does the system support the use of a code repository such as GitHub or Subversion? If so, how is code managed through a depository?</p>	<p>1</p>	<p>OU Campus has versioning built-in for content and code managed within the CMS as well as a Source Editor. External code repositories such as GitHub or Subversion could be integrated through the Add-Ons feature, or further integration could be achieved through custom code using the OU Campus APIs.</p> <p>OU Campus supports open standards, so you can continue to develop server-side and client-side code in the development tools of your choice, and bring that code into OU Campus templates or as Source Code Assets that users can integrate into their pages.</p>
<p>Does the CMS support exporting templates as an XML file?</p>	<p>1</p>	<p>Content created in OU Campus is stored in open standard XML format. It can be exported for use in pages outside of the CMS in a variety of formats including XML, PDF, XHTML, TXT, CSV, RTF, WML (and other formats designed for mobile devices), and others.</p> <p>OU Campus provides designers with a robust template structure using XML/XSL ensuring content presentation uniformity and standards-perfect pages every time.</p> <p>OU Campus uses XSLT 3.0 AND XSL-FO for the ingestion and transformation of XML into a variety of formats including XHTML, TXT, CSV, RTF, PDF, and WML (and other formats designed for mobile devices). Any number of XSL templates can be assigned to a piece of content in OU Campus, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p>

<p>Can content be added to an internal database that can then be used to feed information on various page? An example of this might be a college personnel directory.</p>	<p>1</p>	<p>Yes. Many of our clients use OU Campus to publish and maintain their online staff directories and course catalogs utilizing data from external databases such as Banner, Colleague, PeopleSoft, CurricUNET, and more.</p> <ul style="list-style-type: none"> <li>• Nassau Community College maintains course catalog information in Banner with manual exports of pertinent information in XML format to OU Campus for course information updates.</li> <li>• The California State University, Fresno web team have implemented a course catalog integration whereby custom script is used to query PeopleSoft at scheduled intervals. The XML is exported directly to the production server where OU Campus reads it to generate pages for courses, programs, etc.</li> <li>• Stony Brook University maintains course catalog information in PeopleSoft with manual exports of pertinent information in XML format to OU Campus for course information updates.</li> </ul>
<p><b>Integration</b></p>		
<p>Does the system provide integration to marketing automation systems such as Eloqua, Marketo, Hubspot, etc? Please describe how page tracking can be implemented.</p>	<p>2</p>	<p>OU Campus can integrate with any marketing automation system with an available API.</p> <p>For example, marketing automation software such as Act-On, Marketo, Pardot, and HubSpot can be integrated into OU Campus through APIs.</p> <p>For page tracking, OU Campus integrates with Google Analytics directly within the CMS. This built-in analytics tool allows administrators to review site-wide Google analytics reports directly from their dashboard. Content editors with appropriate permissions are also able to review page-level analytics for targeted information.</p> <p>Finally, OU Campus allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p>

<p>Does the system provide integration to analytics platforms?</p>	<p>1</p>	<p>Yes. OU Campus integrates with Google Analytics directly within the CMS. This built-in analytics tool allows administrators to review site-wide Google analytics reports directly from their dashboard. Content editors with appropriate permissions are able to review page-level analytics for targeted information. Basic metrics are provided which display number of visitors, unique page views, new visitors, bounce rate, and many others within a customizable date range. The view can be expanded to include helpful charts and graphs.</p> <p>Finally, OU Campus allows you to link directly to Google Analytics from within the OU Campus interface in order to access additional analytics information using the Add-Ons feature.</p>
<p>Does the system provide ability to integrate third party applications on a page?</p>	<p>1</p>	<p>OU Campus allows developers to link to outside applications and best-of-breed third-party services such that they can be managed within the normal OU Campus interface using the Add-Ons feature.</p> <p>In addition, OU Campus can integrate with any third party application that has an available API.</p>
<p>Does the system provide the ability to integrate with calendaring applications?</p>	<p>1</p>	<p>Yes. Many OU Campus clients use third-party calendaring applications and access them using the Add-Ons feature.</p> <p>OU Campus is used by our clients to dynamically pull information from 25Live calendars using RSS Feeds. Examples include:</p> <ul style="list-style-type: none"> <li>• California State University Fresno: <a href="http://omniupdate.com/_resources/pdfs/case_studies/fresno_state.pdf">omniupdate.com/_resources/pdfs/case_studies/fresno_state.pdf</a></li> <li>• Elizabethtown College: <a href="http://www.etown.edu">www.etown.edu</a></li> </ul> <p>OU Campus also offers a calendar module that allows contributors to create event messages as desired. Users can add contacts, locations, tags, and attachments, as well as schedule repeating events or multiple-date events. Event information can be published immediately or saved for later publication and can be posted to multiple calendars.</p>



<p>Does the system have methods for securely connecting to external databases to display information from these systems? If so, is there a built in access language or are languages such as ASP.net, JSP, or PHP supported?</p>	<p>1</p>	<p>OU Campus interoperates perfectly with dynamic content that may be required to be stored in existing database systems. Server-side executed SQL calls to Oracle, MySQL, and other databases are allowed on any web page asset.</p> <p>OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML/CSS and XML/XSL. Additionally, we support all client-side technology such as JavaScript, Flash, etc.</p>
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The Questions that follow are focused on processes and do not lend themselves to an out of the box vs. custom build designation.

Capabilities and Requirements	Vendor Details
<p><b>Implementation</b></p> <p>Describe the template creation, definition, and edit process required to deploy your product for our web site(s) including skills, any code or markup languages required, tools used or required.</p>	<p>During the Implementation phase of OU Campus, your templates are typically implemented for you by OmniUpdate's expert Implementation team. You provide the HTML and CSS, and our Implementation team will create the XML, XSLT, and New Page Wizards (also known as Template Control Files) using best practices to get your site up and running quickly. Your Implementation Manager will work closely with you during this process to ensure that your new templates address your individual needs. After your templates are created, several training sessions are provided including a template training session that shows your developers how all of the pieces of your templates work together. They then have full control to edit or create new templates as necessary using the Source Editor built directly into OU Campus. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.</p> <p>To manage and develop new template designs in OU Campus, the web developer should have the following training and/or skill sets:</p> <ul style="list-style-type: none"> <li>• Minimum skills for template development and site expansion:             <ul style="list-style-type: none"> <li>◦ HTML/XHTML, CSS, and some understanding of JavaScript (a typical web developer knowledge base).</li> </ul> </li> <li>• Preferred skills for advanced site development and interactive services:             <ul style="list-style-type: none"> <li>◦ XML, XSL, and any server-side languages (ASP, JSP, CFM, etc.) required by your institution's websites.</li> </ul> </li> </ul> <p>OU Campus leverages the power of XML and XSLT 3.0 in order to provide a robust, intelligent templating system. By achieving true separation of content from design, and through the use of W3C recommended open standards, you can rest assured that your content is future-proof as new Web technologies emerge. Page content is stored in simple, open standard XML files instead of a proprietary database format. Any number of XSL templates can then be assigned to a piece of content, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template.</p>

<p>Describe the process used to define Site Navigation or "information architecture." Who can move site sections and subsections, what skill is required to rearrange sections in a site? When site sections are moved or reorganized what impact does this have on templates, design and markup or other site code?</p>	<p>OU Campus provides your institution with complete control over site navigation structure and information architecture using the tools provided in OU Campus. Users with permissions can easily move sections and subsections using simple point-and-click and drag-and-drop commands in order to rearrange sections and subsections.</p> <p>As users build content on a site in OU Campus, administrators can select to have proper supporting elements automatically created, including navigation, breadcrumbs, sub-navigation, and any other needed "include" elements. Additionally, administrators can select static navigation to appear on all pages of the website. When a page is published, required navigation elements are added, updated, and published at the same time.</p> <p>In addition, whenever a page is moved (or renamed) within OU Campus, the Dependency Manager feature automatically corrects any dependent links to ensure that all links are always up-to-date. If a page is deleted, the user will be notified of any dependent links that will be affected by the removal.</p>
<p>Describe how site features and functions are implemented, such as comments, link lists, image galleries and other features described above.</p>	<p>All site features and functions as described above are provided in OU Campus as out-of-the-box functionality (e.g., comments, link lists, image galleries) or as additional services or modules (e.g., OU Blogs, OU Calendar, course catalog solution). They are deployed for you by the in-house OmniUpdate implementation team as part of your purchased implementation services. Implementation includes webinar-based training for you and your staff so that you have the information you need to manage your website using OU Campus and its various tools. Our resources and training empower your staff for efficient everyday use and promote best practices.</p>

What skill is required to make changes to site functionality? Does this involve changing CMS code? What QA and deployment processes are recommended when changes to site functions are made?

Making changes to site functionality in OU Campus never involves changing CMS code. Any changes to site functionality can be achieved by building the elements into the OU Campus template.

OU Campus embraces all server-side technology (e.g., PHP, ASP, .NET, ColdFusion, JSP, HTML or XHTML), and uses recognized standards for templates, including HTML5/CSS3 and XML/XSL. Additionally, we support all client-side technology such as JavaScript, jQuery, AJAX, Flash, etc.

The following QA and deployment process is used by OmniUpdate internally for product releases and enhancements. A version of this process may prove useful for your institution's own web team.

Deployment on a test server is recommended. The Multi-Target Publish feature gives you the option to publish to different servers, expanding options past the production server.

#### QA Process for product releases:

- Features are defined and implemented according to a product management specification or feature definition as a result of our development roadmap and/or input from our clients.
- The Development team determines the best approach to implement the feature, and builds it.
- Once Development has a working prototype of the new functionality, they do unit testing on the feature.
- After passing the internal development testing, it is placed on a test server platform for QA user testing.
- The QA Support team is briefed on the feature and its use, as well as any potential interaction areas the feature will have with the product as a whole.
- QA Support then builds a test matrix to document the testing and validate the feature across all supported browsers (current and past versions) and platforms.
- QA Support and Engineering maintain a suite of computers and virtual systems used for testing that cover all the platforms and browser combinations that are supported by OU Campus.
- QA Support team members then use a broad set of test sites, templates (including various client sample templates), and other use case environments to test the feature to find any potential issues or edge cases and report them into the test matrix and to Bugzilla.
- Each Bugzilla report contains the method used to recreate the test result and the environment details (platform, browser, site/sites, and template/templates used).
- Development reviews the Bugzilla report, and corrects any issues reported and repeats the unit testing. The Bugzilla report is updated, and the revised feature is published to the test servers.
- The QA testing and development process is repeated as needed to complete the test matrix to show that the feature is valid across all supported browsers and has no interaction issues with the product as a whole.
- The QA team, along with the Product Manager and Training Manager, document the use of each feature. The Training Manager writes or updates the support documents that are needed.
- The Sr. QA Manager reviews all resolved features and issues to see that they meet the product specification or feature definition and validates them for release.

Describe the upgrade process for the CMS? Are there categories of upgrades (major and minor)? Do all site functions continue to work on all upgrades without re-implementation? What re-implementation if any has been required for past upgrades of your software?

OU Campus is in a continuous state of development to provide industry-leading ease of use and features to service your needs. OmniUpdate will conduct any and all maintenance regarding the product, including updates and new release installations. This service is included in the support contract. New features are added every quarter, with a major release each year. All updates and releases are backward compatible, and all upgrades are included in maintenance. New features and major updates are always pre-announced to clients, who are the major influencers guiding the development of OU Campus. All site functions will continue to work without re-implementation.

There is no website downtime with the installation of an update or new release of OU Campus. Because OU Campus operates independently from your production website, OmniUpdate will conduct all maintenance regarding the product. Scheduled maintenance windows are during off-peak usage times typically on Saturday night between the hours 12:00 AM and 4:00 AM EST. Maintenance activity, when it occurs, typically takes just a few minutes.

OmniUpdate places a high priority on maintaining backwards compatibility for OU Campus updates. OU Campus is extensively tested and has shown outstanding stability. There has never been any forced rollback to a prior version due to stability problems.

How frequently are releases? How many releases per year contain new functionality as opposed to just bug fixes?

New features are added every quarter, with a major release each year.

OmniUpdate is constantly improving OU Campus and will resolve program bugs as they appear.

**Implementation Services.** Describe your implementation services offerings and typical implementation plan. If partners are used, please provide information on your partner strategy, and specifically how you view the role of partners in the successful use of your software.

OmniUpdate's implementation process includes three phases for the successful completion of your OU Campus CMS deployment: Planning, Development, and Transition to Support. Each phase ensures an orderly process in how our Implementation team collaborates with you in implementing OU Campus.

#### Planning

During the Planning phase, you are introduced to your Implementation team who is responsible for the successful installation and configuration of OU Campus. Your OmniUpdate Implementation Manager will be in contact with you to discuss the functional and technical requirements of the project and set the expectations of your CMS implementation.

**Unlimited Support** – Your OU Campus purchase includes unlimited access to the Implementation team's during the lifecycle of your implementation, providing your team with the best customer support. Your Implementation Manager is available during each step of the process to answer any questions and handle your institution's customized setup of OU Campus.

#### Development

The Development phase is the heart of the implementation process, where our Implementation team installs and configures OU Campus, and develops and tests your templates.

**Setup of Your OU Campus Environments** – Your Implementation team establishes an OU Campus staging environment that resides on our server or your institution's server, based on your deployment. Your staff also provides FTP/SFTP access to the development and production server locations. These environments are the foundation of your OU Campus implementation and allow for the development of your new templates.

**Creation of New Page Templates** – Your staff provides OmniUpdate with the files (e.g., XHTML, CSS, JavaScript) that create the basis of your current templates, which must be W3C and Section 508 compliant (if applicable). Based on your files and planning discussions, we determine the best approach to develop XSL templates with defined editable regions. Our team also develops Template Control Files, or new page wizards, which allow your end users to easily create new web pages based on your templates.

Your Implementation Manager conducts a midpoint template review to discuss feedback on a sample of developed templates as we approach the final steps of implementation.

**Migration Process (Optional)** – OmniUpdate's Content Migration Tool provides an automated solution for the bulk ingestion of your site content into OU Campus. The tool separates content from design by converting your current site content into XML files. The migration tool is configured based on your XSL templates to quickly convert thousands of pages.

	<p><b>Testing and Quality Assurance</b> – Our Implementation team tests your site based on the functionality requirements discussed in the Planning phase. Our team vigorously tests each template to ensure they meet all specification requirements, W3C standards for XHTML/HTML5, and to ensure the templates are Section 508 compliant (if applicable).</p> <p><b>Transition to Support</b></p> <p>The Transition to Support phase finalizes your OU Campus implementation, which includes training your web professionals on how to administer and use OU Campus. Additional information on our training services can be found in the "Training for Your OU Campus Implementation" section.</p>
	<p><b>Final Approval</b> – Once we have completed our quality assurance checks, we obtain approval from your team that all functional and technical requirements have been met. With your implementation complete, your Implementation Manager schedules a conference call to address any potential questions about OU Campus or your templates.</p> <p><b>CMS Go-Live</b> – At this point, your customized implementation of OU Campus is ready for your team to use. YOU Can create a new information architecture, develop a new look and feel for your website, or prepare for your website to go live. This is also a great opportunity to train your end users on best practices and how to develop compliant web pages in OU Campus.</p> <p>Once your site is ready for production, we are available on the day that you decide to go live for any issues transitioning to your new website.</p>
<p><b>Implementation Time.</b> Describe the time to implement that is typical for customers with a site or Web presence (site functions, channels, etc.) similar to ours.</p>	<p>A typical OU Campus implementation for project kick-off, web development, and training is 12-16 weeks for projects similar in scope.</p> <p>While we will provide the steps necessary to migrate your content, set up OU Campus, and create your templates, the ability of your institution's team to provide files and information to our Implementation team is crucial to keeping this schedule intact. This schedule may be altered if delays occur. Nevertheless, we have had many projects end early when files are delivered in a timely manner, and we have every intention of making sure your project will be completed on time, if not earlier.</p>

Redesign implementation. Describe what's required for a redesign post-implementation. Is new custom development required? What skills are needed to implement a redesign? Can existing elements and content be reused? How is content migration completed?

During the OU Campus implementation, OU Campus provides designers with a robust template structure using XML/XSL, ensuring standards-compliant pages every time. By using XML/XSL as well as CSS in OU Campus, web designers can separate content from design, allowing for template swaps and site-wide re-skinning without modifying any page content. Future site redesigns and template changes will no longer be dreaded by your team, thanks to the open standards and true separation of content utilized by OU Campus.

Any number of XSL templates can be assigned to a piece of content, allowing for dynamic multi-channel transformations when the page is published. This means content editors can edit a single piece of content, and then publish it as a standard web page, a PDF, a mobile page, or any other format for which you'd like to assign a template.



<b>System Requirements and Architecture</b>	
What operating systems are required?	<p>OU Campus is offered as an Enterprise Software-as-a-Service (SaaS) License, where OmniUpdate hosts the OU Campus application, or an Enterprise Server License (ESL), where your institution is responsible for hosting the application which can include a third-party hosting service. The application and features are the same regardless of the deployment selected.</p> <p>If Suffolk County Community College wishes to host the application on their servers with an ESL deployment, OU Campus requires a server with the following pre-configured:</p> <ul style="list-style-type: none"> <li>• Red Hat Enterprise Linux (or CentOS) 6.x, or Windows Server 2008 (or 2008 R2). 64-bit editions are recommended.</li> <li>• Remote access via RDP (Windows) or SSH (Linux) for OU Campus Implementation and Support.</li> </ul> <p>The following will be installed by OmniUpdate:</p> <ul style="list-style-type: none"> <li>• Apache Web Server 2.2 or Microsoft IIS 7 (or later)</li> <li>• Apache Tomcat 7.0.x</li> <li>• Java JDK 7 (64-bit)</li> <li>• MySQL 5.1 or later, or SQL Server 2008 R2 Express (<i>SQL Server Standard is also supported, however licensing for this product is not provided by OmniUpdate and will need to be supplied by customer</i>)</li> <li>• Self-signed SSL certificate (<i>it is highly recommended that the customer replace this with an official certificate</i>)</li> </ul> <p>For CMS users, no specific hardware or software is required beyond that of a modern browser (e.g. Internet Explorer, Firefox, Safari, Chrome) running on any major platform (Windows, Macintosh, Linux) to use OU Campus.</p>

<p>Does the CMS ship with a content repository?</p>	<p>Yes. The Binary Management feature in OU Campus allows binary files such as documents and images to be managed directly from the OU Campus staging server, allowing users to take advantage of traditional file management tools such as versioning, approvals, and scheduled publish. Binary files stored in OU Campus can be shared across any and all sub sites managed by the CMS.</p> <p>Binary Management also provides support for link maintenance for linking within a site and among sites within the OU Campus account. Links to binary files are automatically updated by the Dependency Manager in a fashion similar to that previously only available for pages. For example, when file linking is managed by the Dependency Manager, if a file is renamed, moved, or published, then pages with links to that dependency are updated.</p> <p>In addition, the Auxiliary Sites feature of OU Campus allows administrators to define centralized content libraries of creative material that reside on the same or other web servers (e.g. a media server). This allows users to access content from a separately defined server, without knowledge of where or how that server is managed.</p>
<p>What browsers and client/desktop operating systems are supported? (e.g. IE, Firefox, Windows, MAC)</p>	<p>OU Campus is a rich browser-based application and works in all modern browsers (Internet Explorer, Firefox, Safari, and Chrome) on all major platforms (Windows, Macintosh, and Linux).</p>
<p>Do the Web Delivery and Content Management tiers share the same software?</p>	<p>No. As a dynamic decoupled system, OU Campus is designed to work independently of your web server and therefore does not share software with the Web Delivery Tier. Your web pages are served up fast and reliably, without interaction with the web management technology or processes — your web CMS is never the middleman! Not coincidentally, this is the approach desired by colleges and universities today. It affords the highest efficiencies; the lowest cost of hardware, software, and maintenance (both short-term and long-term); and ensures your website is discoverable (SEO-optimized) and reliable for your site visitors.</p> <p>OU Campus connects to your existing web server(s) via FTP/SFTP connection.</p> <p>OU Campus provides the performance expected of an enterprise system through better engineering. Unlike other systems that rely on a proprietary database schema to store page content, OU Campus leverages the speed, efficiency, and openness of XML on the server's native file storage to provide a swift and robust experience. Databases are great for storing large volumes of small blocks of data, however, there is typically a performance overhead when using a database to store large blocks of data. This is why OU Campus uses its database only where appropriate, to store information that it needs to know about your content (e.g. permissions, tags, and other settings).</p>

<p>Can other Web Delivery code and Web applications share the Web Delivery environment? Does your Content Management system become our Web server and Web application server?</p>	<p>Yes. The system's decoupled publishing model allows other Web Delivery code and Web applications to share the Web Delivery environment according to Suffolk County CC's preferences.</p> <p>OU Campus manages your web content, but does not serve web pages to your web visitors. Therefore, OU Campus will not become your Web server and Web application server. YOU Can continue to use the Web server environment that best serves your needs.</p> <p>OU Campus offers the benefits of both decoupled (also known as "push") and dynamic publishing models. As a decoupled system, OU Campus works independently of your web server. Your web pages are served up fast and reliably, without interaction with the web management technology or processes — your web CMS is never the middleman! Not coincidentally, this is the approach desired by colleges and universities today. It affords the highest efficiencies; the lowest cost of hardware, software, and maintenance (both short-term and long-term); and ensures your website is discoverable (SEO-optimized) and reliable for your site visitors.</p>
<p></p>	<p></p>
<p>What Web servers are required and/or supported? How many web servers are required in a multi-tiered model?</p>	<p>OU Campus manages your web content, but does not serve web pages to your web visitors. Therefore, OU Campus will not become your Web server and Web application server. YOU Can continue to use the Web server environment that best serves your needs.</p> <p>OU Campus is compatible with all standard web servers connected to the Internet (or private networks when used for Intranet web applications). Hardware specifications are dependent on the web server software selected.</p> <p>While not related to OU Campus, load balancing your production web server may be desirable to improve visitor response times should a single web server load increase beyond its operational capacity.</p> <p>Load balancing can be implemented with software or hardware by your IT department. Software options include (but are not limited to) Apache Web Server or ha-proxy; hardware options include F5, Barracuda, and more.</p> <p>When multiple servers are handling page requests, web page content needs to be replicated to the other web servers quickly. File replication can be done two ways: distributed or highly-available network storage. For a distributed solution, replication can be done with solutions such as DFS for Windows, Rsync for Linux, or DRBD and a cluster file system. Potential highly-available network storage solutions include SAN or NAS.</p>
<p>What Web application development environments are supported? (Java/JSP, .NET/ASPX, LAMP, PHP etc.)</p>	<p>OU Campus can publish to web servers that utilize any web application development environment, including Java/JSP, .NET/ASPX, LAMP, PHP, etc. OU Campus manages your web content, but does not serve web pages to your web visitors.</p>

Is the CMS available on premise or cloud hosted or both?

Both. OU Campus is offered as an Enterprise Software-as-a-Service (SaaS) License, where OmniUpdate hosts the OU Campus application, or an Enterprise Server License (ESL), where your institution is responsible for hosting the application which can include a third-party hosting service. The application and features are the same regardless of the deployment selected. If your institution opts for the SaaS deployment, no hardware is required for the OU Campus application, as hosting is provided by OmniUpdate.

<p><b>Services and Support</b></p>	<p>OmniUpdate offers support plans to meet the needs of your institution. Each support plan includes all OU Campus upgrades, access to our online documentation and knowledge base, and an allocation of support tickets. We also include unlimited support during the implementation phase.</p> <p>Based on your selected support plan, an allocated number of support tickets are available for use. A support ticket constitutes an issue found within the current functionality of your implementation of OU Campus, any problem or question using OU Campus, best practices, and more. Our Customer Support team will contact you for any additional information needed, evaluate, and resolve the issue typically within one business day.</p> <p>Our Customer Support team is available from 6 AM – 6 PM Pacific Time, Monday through Friday. The team is comprised of in-house OmniUpdate employees who are fully trained OU Campus professionals with web development and customer service backgrounds. OmniUpdate's zero-hold policy means our team has their undivided attention on your issue. If your call is received after hours, our support voicemail's integration with our support ticket system allows for a quick response the next business day. Our Customer Support team can typically resolve a support issue within one business day of receiving the ticket.</p> <p><b>Online Support</b> OmniUpdate's support site, <a href="http://support.omniupdate.com">http://support.omniupdate.com</a>, is available for end users, administrators, and developers at your institution. YOU Can quickly find information on OU Campus features and troubleshoot issues with our easy-to-follow instructions. The support site also includes video tutorials, FAQs, and printable reference materials.</p> <p>The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.</p> <p>OmniUpdate can also provide customized webinars, on-site training sessions, or training sessions at OmniUpdate headquarters for your web developers, web CMS administrators, and end users. Our trainers guide your end users through the features of OU Campus and how they will accomplish everyday tasks with hands-on training, empowering your team for a successful transition to OU Campus. Included in your on-site training courses are training guides for all attendees, which can be kept for future reference, as well as access to our online resources. <i>A sample training schedule is provided in the appendices.</i></p>
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Please list all training and documentation that is offered around your system.

OmniUpdate's training sessions give you and your staff the information needed to manage your website using OU Campus. Our resources and training empower your staff for efficient everyday use and promote best practices.

The purchase of OU Campus includes remote training via personalized webinars for your web CMS administrators and end-user trainers. Your training takes place from within your new implementation of OU Campus, which includes the templates and features requested during implementation. Our remote training gives your administrators the resources to effectively manage their new CMS solution. With our Train-the-Trainer webinar, your staff will have all the materials necessary to teach your end-users by demonstrating the features of OU Campus and how your staff will use them on a day-to-day basis.

In addition to our remote training, we provide Training Tuesdays for our new and existing customers. On the last Tuesday of each month, we present a free training class discussing the latest features of OU Campus or best practice information in developing and maintaining your website.

With your purchase of OU Campus, we include free registration for one first-time attendee to our annual OmniUpdate User Training Conference. Discover all the upcoming new features we are developing, attend our workshops, and meet other OU Campus users and the OmniUpdate community.

OmniUpdate's support site, <http://support.omniupdate.com>, is available for end users, administrators, and developers at your institution. YOU Can quickly find information on OU Campus features and troubleshoot issues with our easy-to-follow instructions. The support site also includes video tutorials, FAQs, and printable reference materials.

OmniUpdate provides our customers with 24/7 access to our additional resources. The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.

In addition to our online community, we provide the following resources:

- Complete product documentation manual
- Quick reference materials
- Print and video tutorials
- Printable training guides and workshops
- Best practice documentation
- Webcasts on technical features and web best practices
- FAQs
- Free technical white papers

Describe your Technical Support model (SLA), escalation procedures, communication, time zones, forums.

OmniUpdate provides in-house support personnel with national coverage from 9:00 AM to 9:00 PM Eastern Time, Monday through Friday. Support teams provide personalized attention and a skill set to best service the particular needs of each customer.

Support issues are handled the same day they are reported and are typically resolved with one phone call. We are proud of our industry-leading zero on-hold phone support. Over the last year, 58% of all support issues were resolved under four hours, with 49% resolved under two hours and a 99% satisfaction rate overall.

If a customer issue is not resolved immediately, it is escalated to an Implementation Manager. The manager's goal is to resolve an issue within 24 hours. If the issue cannot be resolved in 24 hours, a schedule for completion is set and agreed upon with the customer. It's also important to note that the push/decoupled model ensures no support issue will affect the availability of your website to your visitors.

OmniUpdate is constantly improving OU Campus and will resolve program bugs as they appear. The issuance of a bug ticket does not necessarily imply that a situation exists that is causing a functional problem. It may be that a slight modification may be needed (or a duplicate or invalid). Bug fixes can be as simple as correcting a spelling error or a screen correction such as an alignment adjustment. In many cases identified bugs have no effect on the operation OU Campus or have a procedural work around that can be used until corrected. All identified bugs are prioritized in order of importance and corrected as soon as possible.

The OmniUpdate Community Network (OCN) is a priceless asset where OU Campus users from other institutions share tips, best practices, tricks, code examples, and more. The site provides developer guidelines, FAQs, and other tools helpful to understanding and using OU Campus. This one-stop online community provides our customers an ideal way to learn and collaborate with other higher education professionals.

Network connections between an operating OU Campus application and the Internet will be available to the Licensee free of OU Campus interruptions 99.99% of the time. *Please see our sample Service Level Agreement in Appendix E of this proposal.*

<p><b>Security</b></p>	
<p>Elaborate on the security of your CMS. For example, cross-site scripting, SQL injections and comprised systems. Discuss patching, remediation etc.</p>	<p>OmniUpdate follows ISO standards to provide your institution with the security expected. We use industry standards and best practices to ensure the security of our clients and our products. OU Campus is in a continuous state of development to provide industry-leading ease of use and features to service your needs. OmniUpdate will conduct any and all maintenance regarding the product, including updates and new release installations. This service is included in the support contract. New features are added every quarter, with a major release each year. All updates and releases are backward compatible, and all upgrades are included in maintenance. New features and major updates are always pre-announced to clients, who are the major influencers guiding the development of OU Campus.</p>
	<p>Industry-standard XSS prevention is used throughout the application, which is protected by enterprise-grade, content-inspecting firewalls. Repeated attempts at password hacking will result in the user being locked out until an administrator unlocks the user. SQL injection is prevented by using an industry-standard database ORM that handles all SQL queries.</p>
	<p>There is no website downtime with the installation of an update or new release of OU Campus. Because OU Campus operates independently from your production website, OmniUpdate will conduct all maintenance regarding the product. Scheduled maintenance windows are during off-peak usage times typically on Saturday night between the hours 12:00 AM and 4:00 AM EST. Maintenance activity, when it occurs, typically takes just a few minutes.</p>
	<p>For our Software-as-a-Service (SaaS) deployment, the equipment in the OmniUpdate data center is adequate to support thousands of websites/subdomains and tens of thousands of users. OmniUpdate's redundant network includes high-availability redundant firewalls, high-availability switches, and multiple power drops for every server. Application servers are clustered, and dynamically scale to the quantity and resources needed. With servers in multiple, geographically-distinct data centers in California, Washington, and Texas, OmniUpdate ensures recovery in the event of a disaster.</p>
	<p>Due to our decoupled architecture, if OU Campus is offline or inaccessible for any reason, your institution's websites are unaffected and will continue to operate as always.</p>



**The Company's proposal shall:**

**1. Indicate your understanding of the project requirements and demonstrate a thorough recognition of the problems to be addressed.**

The Suffolk County Community College website is an investment to convert prospective students into applicants, create life-long relationships with your alumni, and communicate your institution's brand to the world. OU Campus understands the driving factors behind your search for a new CMS and will deliver the support and expertise your institution needs as you move into the next phase of your marketing and communications strategy. Our bundled package of core services provides your institution with the tools you need for a cost-effective, all-in-one marketing and web technology solution with exceptional support and remarkable ease of use.

**2. Describe your implementation methodology, including average implementation time and summarize how you will respond to the specific project scope of work, identifying any innovative or creative design approaches or strategies.**

OmniUpdate's implementation process is performed in-house by our expert Implementations team and includes three phases for the successful completion of your OU Campus CMS deployment: Planning, Development, and Transition to Support. Each phase ensures an orderly process in how our team collaborates with you in implementing OU Campus:

Your implementation includes a dedicated Project Manager who will oversee the entire project from start to finish and act as the lead point of contact from project initiation to website go-live. Your institution will also be assigned an Implementation Manager to act as lead technical contact. This individual will be responsible for architecting your solution, as well as overseeing the dedicated OU Campus development team.

Our iterative development methodology focuses on a flexible, holistic product development strategy where a dedicated team works as a unit to reach a common goal. That goal is outlined via the Technical Specifications composed by your Implementation Manager, based on the Functional Requirements provided by your institution. These specifications become the building blocks of our development backlog.

Once the project has reached the development phase, a customized development and testing plan will be put into place, wherein backlogged items pertinent to the implementation are incrementally scheduled for completion by your development team via development sprints. Daily team meetings, weekly backlog evaluations and continuous testing allow the team to gauge whether development is on track, as well as to shift efforts where needed to account for any change requests, refinements, or potential roadblocks.

**3. Describe the level of continual two-way communication you will maintain with the implementation team during the various project phases.**

Your institution's project manager will schedule regular team touch points with you along the way, wherein your solution will be demoed to ensure we are meeting your needs and expectations, and to allow for any necessary edits to the core specifications.

Your institution will also be invited to follow along throughout the development cycle by logging into Wrike, the web-based project tracking software for which your project manager will provide access.

Here you will have the ability to view your entire project plan and keep up-to-date with pertinent notes and action items (including deliverables for your own team).

**4. Discuss any specific or special qualifications for this project.**

OmniUpdate has completed the implementation of hundreds of higher education projects over the past several years including OU Campus deployments for SUNY institutions and migrations from RedDot. Services rendered also include ongoing annual support and client services and many projects similar in scope to the work proposed by your institution. Forty of our current college and university system clients have been customers for more than five years and can give detailed feedback on budget performance, schedule performance, and additional description of services provided.

**5. Respond to specific questions on system functionality as noted in this Section III.**

Please see the responses provided in the table in Section III.

**e. List of Subcontractors**

No subcontractors, third-parties, or consulting services will be used to deploy OU Campus at Suffolk County Community College.

OmniUpdate occasionally partners with Internet industry experts to provide products and services that complement our web CMS solution. A list of partners can be found at:  
[omniupdate.com/company/partners/partner\\_list.html](http://omniupdate.com/company/partners/partner_list.html)

**f. Requested Changes to Model Agreement**

OmniUpdate has reviewed the Model Agreement and requests no changes.

# g. County Disclosure SCEX Form 22 (3 copies)

## Suffolk County Form 22 Contractor's/Vendor's Public Disclosure Statement

Pursuant to Section AS-7 of the Suffolk County Administrative Code, this Public Disclosure Statement must be completed by all contractors/vendors that have a contract with Suffolk County. In the event contractor/vendor is exempt from completing paragraphs numbered 1 through 11 below, so indicate at paragraph number 12 below setting forth the reason for such exemption. Notwithstanding such exempt status, you must execute this form below before a notary public.

1. Contractor's/Vendor's Name OmniUpdate, Inc.  
Address 1320 Flynn Road # 100  
City and State Camarillo CA Zip Code 93012

2. Contracting Department's Name \_\_\_\_\_  
Address \_\_\_\_\_

3. Payee Identification or Social Security No. 95-3767184

4. Type of Business  Corporation  Partnership  Sole Proprietorship  Other

5.a Is contractor/vendor entering into or has contractor/vendor entered into a contract with Suffolk County in excess of \$1,000?  Yes  No.

5.b Has contractor/vendor entered into three or more contracts, including the one for which you are now completing this form, with Suffolk County, any three of which, when combined, exceed \$1,000?  Yes  No.

6. Table of Organization. List names and addresses of all principals; that is all individuals serving on the Board of Directors or comparable body, names and addresses of all partners, and names and addresses of all corporate officers. Conspicuously identify any person in this table of organization who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

7. List all names and addresses of those individual shareholders holding more than five percent (5%) interest in the contractor/vendor. Conspicuously identify any shareholder who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

8. Does contractor/vendor derive 50% or more of its total revenues from its contractual or vendor relationship with Suffolk County?  Yes  No.
9. If you answered yes to 8 above, you must submit with this disclosure statement, a complete financial statement listing all assets and liabilities as well as a profit and loss statement. These statements must be certified by a Certified Public Accountant. (Strike this out if not applicable.)
10. The undersigned shall include this Contractor's/Vendor's Public Disclosure Statement with the contract. (Describe general nature of the contract.) \_\_\_\_\_
11. Remedies. The failure to file a verified Public Disclosure statement as required under local law shall constitute a material breach of contract. Suffolk County may resort, use or employ any remedies contained in Article 11 of the Uniform Commercial Code of the State of New York. In addition to all legal remedies, Suffolk County shall be entitled, upon a determination that a breach has occurred, to damages equal to fifteen percent (15%) of the amount of the contract.
12. If you are one of the entities listed below at a) through c) or you qualify under d) below, you are exempt from completing paragraphs numbered 1 through 11 herein:
- a) Hospital
  - b) Educational or governmental entities
  - c) Not-for-profit corporations
  - d) Contracts providing for foster care, family day-care providers or child protective services

Please check to the left side of the appropriate exemption.

13. Verification. This section must be signed by an officer or principal of the contractor/vendor authorized to sign for the company for the purpose of executing contracts. The undersigned being sworn, affirms under the penalties of perjury, that he/she has read and understood the foregoing statements and that they are, to his/her own knowledge, true.


Dated: 11/13/14

Signed:

Printed Name of Signer:

Title of Signer:

Name of Contractor/Vendor:

  
\_\_\_\_\_  
Lance Meeker  
\_\_\_\_\_  
CEO, President  
\_\_\_\_\_  
OmniUpdate, Inc.  
\_\_\_\_\_

**UNIFORM CERTIFICATE OF ACKNOWLEDGMENT  
(Within New York State)**

STATE OF NEW YORK )  
COUNTY OF ) ss.:

On the \_\_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_ before me, the undersigned, personally appeared \_\_\_\_\_ personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

\_\_\_\_\_  
(Signature and office of individual taking acknowledgement)

**UNIFORM CERTIFICATE OF ACKNOWLEDGEMENT  
(Without New York State)**

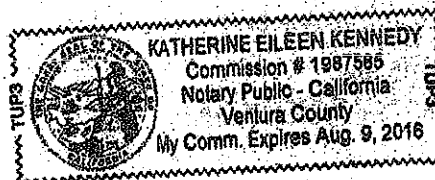
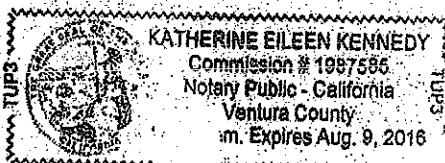
STATE OF California )  
COUNTY OF Ventura ) ss.:

On the 13 day of November in the year 2014 before me, the undersigned, personally appeared Lance Merker personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual(s) made such appearance before the undersigned in

Camarillo California

(Insert the city or other political subdivision and the state or country or other place the acknowledgement was taken)

Katherine Eileen Kennedy Notary Public  
(Signature and office of individual taking acknowledgement)



**Suffolk County Form 22**  
**Contractor's/Vendor's Public Disclosure Statement**

Pursuant to Section A5-7 of the Suffolk County Administrative Code, this Public Disclosure Statement must be completed by all contractors/vendors that have a contract with Suffolk County. In the event contractor/vendor is exempt from completing paragraphs numbered 1 through 11 below, so indicate at paragraph number 12 below setting forth the reason for such exemption. Notwithstanding such exempt status, you must execute this form below before a notary public.

1. Contractor's/Vendor's Name OmniUpdate, Inc.  
Address 1320 Flynn Rd # 100  
City and State Camarillo, CA Zip Code 93012

2. Contracting Department's Name \_\_\_\_\_  
Address \_\_\_\_\_

3. Payee Identification or Social Security No. 95-3767184

4. Type of Business  Corporation  Partnership  Sole Proprietorship  Other \_\_\_\_\_

5.a Is contractor/vendor entering into or has contractor/vendor entered into a contract with Suffolk County in excess of \$1,000?  Yes  No.

5.b Has contractor/vendor entered into three or more contracts, including the one for which you are now completing this form, with Suffolk County, any three of which, when combined, exceed \$1,000?  Yes  No.

6. Table of Organization. List names and addresses of all principals; that is all individuals serving on the Board of Directors or comparable body, names and addresses of all partners, and names and addresses of all corporate officers. Conspicuously identify any person in this table of organization who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

7. List all names and addresses of those individual shareholders holding more than five percent (5%) interest in the contractor/vendor. Conspicuously identify any shareholder who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

8. Does contractor/vendor derive 50% or more of its total revenues from its contractual or vendor relationship with Suffolk County? Yes  No
9. If you answered yes to 8 above, you must submit with this disclosure statement, a complete financial statement listing all assets and liabilities as well as a profit and loss statement. These statements must be certified by a Certified Public Accountant. (Strike this out if not applicable.)
10. The undersigned shall include this Contractor's/Vendor's Public Disclosure Statement with the contract. (Describe general nature of the contract.) \_\_\_\_\_
11. Remedies. The failure to file a verified Public Disclosure statement as required under local law shall constitute a material breach of contract. Suffolk County may resort, use or employ any remedies contained in Article II of the Uniform Commercial Code of the State of New York. In addition to all legal remedies, Suffolk County shall be entitled, upon a determination that a breach has occurred, to damages equal to fifteen percent (15%) of the amount of the contract.
12. If you are one of the entities listed below at a) through c) or you qualify under d) below, you are exempt from completing paragraphs numbered 1 through 11 herein:
- a) Hospital
  - b) Educational or governmental entities
  - c) Not-for-profit corporations
  - d) Contracts providing for foster care, family day-care providers or child protective services

Please check to the left side of the appropriate exemption.

13. Verification. This section must be signed by an officer or principal of the contractor/vendor authorized to sign for the company for the purpose of executing contracts. The undersigned being sworn, affirms under the penalties of perjury, that he/she has read and understood the foregoing statements and that they are, to his/her own knowledge, true.

Dated: 11/13/14  
Signed: \_\_\_\_\_  
Printed Name of Signer: \_\_\_\_\_  
Title of Signer: \_\_\_\_\_  
Name of Contractor/Vendor: \_\_\_\_\_

Lance Marker  
CEO, President  
OmniUpdate, Inc.

**UNIFORM CERTIFICATE OF ACKNOWLEDGMENT  
(Within New York State)**

STATE OF NEW YORK     )  
COUNTY OF                ) ss.:

On the \_\_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_\_\_ before me, the undersigned, personally appeared \_\_\_\_\_ personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

\_\_\_\_\_  
(Signature and office of individual taking acknowledgement)

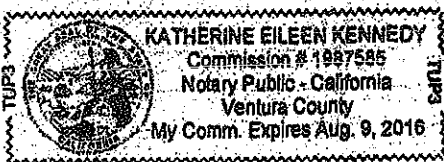
**UNIFORM CERTIFICATE OF ACKNOWLEDGEMENT  
(Without New York State)**

STATE OF California )  
COUNTY OF Ventura ) ss.:

On the 13 day of November in the year 2014 before me, the undersigned, personally appeared Lance Merker personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual(s) made such appearance before the undersigned in

Camarillo California  
(Insert the city or other political subdivision and the state or country or other place the acknowledgement was taken)

Katherine Eileen Kennedy Notary Public  
(Signature and office of individual taking acknowledgement)





**Suffolk County Form 22**  
**Contractor's/Vendor's Public Disclosure Statement**

Pursuant to Section A5-7 of the Suffolk County Administrative Code, this Public Disclosure Statement must be completed by all contractors/vendors that have a contract with Suffolk County. In the event contractor/vendor is exempt from completing paragraphs numbered 1 through 11 below, so indicate at paragraph number 12 below setting forth the reason for such exemption. Notwithstanding such exempt status, you must execute this form below before a notary public.

1. Contractor's/Vendor's Name OmniUpdate, Inc.  
Address 1320 Flynn Rd. #100  
City and State Cambridge, MA Zip Code 93012

2. Contracting Department's Name \_\_\_\_\_  
Address \_\_\_\_\_

3. Payee Identification or Social Security No. 95-3767184

4. Type of Business  Corporation  Partnership  Sole Proprietorship  Other

5.a. Is contractor/vendor entering into or has contractor/vendor entered into a contract with Suffolk County in excess of \$1,000?  Yes  No.

5.b. Has contractor/vendor entered into three or more contracts, including the one for which you are now completing this form, with Suffolk County, any three of which, when combined, exceed \$1,000?  Yes  No.

6. Table of Organization. List names and addresses of all principals; that is all individuals serving on the Board of Directors or comparable body, names and addresses of all partners, and names and addresses of all corporate officers. Conspicuously identify any person in this table of organization who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

7. List all names and addresses of those individual shareholders holding more than five percent (5%) interest in the contractor/vendor. Conspicuously identify any shareholder who is also an officer or an employee of Suffolk County. (Attach additional sheet(s) if necessary)  
See attached

8. Does contractor/vendor derive 50% or more of its total revenues from its contractual or vendor relationship with Suffolk County? \_\_\_ Yes  No.
9. If you answered yes to 8 above, you must submit with this disclosure statement, a complete financial statement listing all assets and liabilities as well as a profit and loss statement. These statements must be certified by a Certified Public Accountant. (Strike this out if not applicable.)
10. The undersigned shall include this Contractor's/Vendor's Public Disclosure Statement with the contract. (Describe general nature of the contract.) \_\_\_\_\_
11. Remedies. The failure to file a verified Public Disclosure statement as required under local law shall constitute a material breach of contract. Suffolk County may resort, use or employ any remedies contained in Article II of the Uniform Commercial Code of the State of New York. In addition to all legal remedies, Suffolk County shall be entitled, upon a determination that a breach has occurred, to damages equal to fifteen percent (15%) of the amount of the contract.


12. If you are one of the entities listed below at a) through c) or you qualify under d) below, you are exempt from completing paragraphs numbered 1 through 11 herein:

- \_\_\_ a) Hospital  
\_\_\_ b) Educational or governmental entities  
\_\_\_ c) Not-for-profit corporations  
\_\_\_ d) Contracts providing for foster care, family day-care providers or child protective services

Please check to the left side of the appropriate exemption.

13. Verification. This section must be signed by an officer or principal of the contractor/vendor authorized to sign for the company for the purpose of executing contracts. The undersigned being sworn, affirms under the penalties of perjury, that he/she has read and understood the foregoing statements and that they are, to his/her own knowledge, true.

Dated: 11/13/14  
Signed:  
Printed Name of Signer:  
Title of Signer:  
Name of Contractor/Vendor:

  
\_\_\_\_\_  
Lance Nerker  
\_\_\_\_\_  
CEO, President  
\_\_\_\_\_  
OmniUpdate, Inc.  
\_\_\_\_\_

**UNIFORM CERTIFICATE OF ACKNOWLEDGMENT**  
(Within New York State)

STATE OF NEW YORK     )  
COUNTY OF                ) ss.:

On the \_\_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_ before me, the undersigned, personally appeared \_\_\_\_\_ personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

\_\_\_\_\_  
(Signature and office of individual taking acknowledgement)

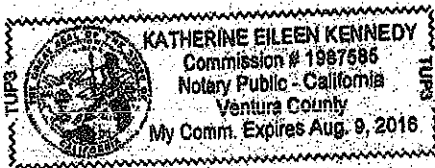
**UNIFORM CERTIFICATE OF ACKNOWLEDGEMENT**  
(Without New York State)

STATE OF California     )  
COUNTY OF Ventura     ) ss.:

On the 13 day of November in the year 2014 before me, the undersigned, personally appeared Lance Meyer personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is(are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies) and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument, and that such individual(s) made such appearance before the undersigned in

Samarita California  
(Insert the city or other political subdivision and the state or country or other place the acknowledgement was taken)

Katherine Eileen Kennedy Notary Public  
(Signature and office of individual taking acknowledgement)



## Form 22 Attachment

### Question 6- Table of Organization

Leo Corbett - 1220 Park Avenue New York, NY 10128

Donald Ker r- 167 Stanwich Road Greenwich, CT 06830

Lance Merker - 5359 Sundance Way Camarillo, CA 93012

Thomas Nalevanko - 2075 Sierra Mesa Dr. Camarillo, CA 93010

Craig Weaver - 5400 Los Monteros Yorba Linda, CA 92887

Ray Woolson - 460 Saddleridge Drive Pennhook, VA 24137

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### Question- 7- Shareholders

Thomas Nalevanko: 31.2% - 2075 Sierra Mesa Dr. Camarillo, CA 91362

Zephyr Internet Partners, LP: 14.2% - 320 Park Avenue New York, NY 10022

## h. County Bid Certification Form SCPD-7

### Proposal/Bid Certification

The undersigned Contractor affirms as true, under the penalties of perjury, as follows:

The prices in this Proposal or Bid have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition as to any matter relating to such prices, with any other contractor or with any competitor;

Unless otherwise required by law, the prices which have been quoted in this Proposal or Bid have not been disclosed knowingly by the Contractor, and will not be disclosed knowingly by the Contractor, directly or indirectly, to any other contractor or to any competitor, prior to the opening;

No attempt has been made or will be made by the Contractor to induce any other person, partnership or corporation to submit a Proposal or Bid for the purpose of restricting competition;

Neither the undersigned nor, if the Contractor is a partnership, joint venture or corporation, any partner, principal, officer, director, employee or stockholder holding in excess of a five percent (5%) interest therein, is an officer or employee of Suffolk County or is paid with County funds, or is required to disclose an interest pursuant to the Suffolk County Code of Ethics;

Neither the undersigned, nor, if the Contractor is a partnership, joint venture or corporation, any partner, principal, officer, director, employee, stockholder, or any other person authorized by the undersigned or any of the foregoing persons, has offered or given any gratuity to any official, employee or agent of Suffolk County or New York State or of any political party, with the purpose or intent of securing an agreement or securing favorable treatment with respect to the awarding or amending of an agreement or the making of any determinations with respect to the performance of an agreement;

The undersigned, a principal or corporate officer of the business listed below, has read and is familiar with the provisions of Local Law No. 32-1980 of Suffolk County; and

The undersigned, as such principal or corporate officer, further certifies to the best of his/her information and belief that there have been no convictions for the crimes described in Local Law No. 25-1990 of Suffolk County of persons referred to in the Local Law or that the required documentation is annexed hereto.

Dated: 11/13/14

Signed: \_\_\_\_\_

Printed Name of Signor: Lance Marker

Title of Signor: CEO, President

Name of Firm: OmniUpdate, Inc.

# i. Living Wage Forms

**SUFFOLK COUNTY DEPARTMENT OF LABOR - LIVING WAGE UNIT**  
**LIVING WAGE CERTIFICATION/DECLARATION - SUBJECT TO AUDIT**

If either of the following definitions of "assistance" (*Living Wage Law Chapter 347 - 2*) applies to the contractor's/beneficiary's business or transaction with Suffolk County, the contractor/beneficiary must complete Sections 1, 3, 4 below; and Form LW-1 (Notice of Application for County Assistance). If the following definitions do not apply, the contractor/beneficiary must complete Sections 2, 3 and 4 below. Completed forms must be submitted to the awarding agency.

"Any grant, loan, tax incentive or abatement, bond financing subsidy or other form of assistance of more than \$50,000 which is realized by or provided to an employer of at least ten (10) employees by or through the authority or approval of the County of Suffolk," or

"Any service contract or subcontract let to a contractor with ten (10) or more employees by the County of Suffolk for the furnishing of services to or for the County of Suffolk (except contracts where services are incidental to the delivery of products, equipment or commodities) which involve an expenditure equal to or greater than \$10,000. For the purposes of this definition, the amount of expenditure for more than one contract for the same service shall be aggregated. A contract for the purchase or lease of goods, products, equipment, supplies or other property is not an 'assistance' for the purposes of this definition."

**Section I**      The *Living Wage Law* applies to this contract. I/we hereby agree to comply with all the provisions of Suffolk County Local Law No. 12-2001, the Suffolk County *Living Wage Law* (the Law) and, as such, will provide to all full, part-time or temporary employed persons who perform work or render services on or for a project, matter, contract or subcontract where this company has received Assistance, from the County of Suffolk as defined in the Law (Assistance) a wage rate of no less than \$9.29 (\$7.75 for child care providers) per hour worked with health benefits, as described in the Law, or otherwise \$10.58 (\$9.00 for child care providers) per hour or the rates as may be adjusted annually in accordance with the Law. (Chapter 347-3 B)

Check if applicable

I/we further agree that any tenant or leaseholder of this company that employs at least ten (10) persons and occupies property or uses equipment or property that is improved or developed as a result of Assistance or any contractor or subcontractor of this company that employs at least ten (10) persons in producing or providing goods or services to this company that are used in the project or matter for which this company has received Assistance shall comply with all the provisions of the Law, including those specified above. (Chapter 347-2)

I/we further agree to permit access to work sites and relevant payroll records by authorized County representatives for the purpose of monitoring compliance with regulations under this Chapter of the Suffolk County Code, investigating employee complaints of noncompliance and evaluating the operation and effects of this Chapter, including the production for inspection & copying of payroll records for any or all employees for the term of the contract or for five (5) years, whichever period of compliance is longer. All payroll and benefit records required by the County will be maintained for inspection for a similar period of time. (Chapter 347-7 D)

The County Department of Labor shall review the records of any Covered Employer at least once every three years to verify compliance with the provisions of the Law. (Chapter 347-4 C)

**Section II**      The *Living Wage Law* does not apply to this contract for the following reason(s):

We have no employees in Suffolk county.

Check if applicable

**Section III**

Contractor Name: OmniUpdate, Inc.      Federal Employer ID#: 95-3767184

Contractor Address: 1320 Flynn Rd #100      Amount of Assistance: \_\_\_\_\_

Camarillo, CA 93012      Vendor #: \_\_\_\_\_

Contractor Phone #: 800-362-2605

Description of project or service: Content Management Service

**Section IV**

I declare under penalty of perjury under the Laws of the State of New York that the undersigned is authorized to provide this certification, and that the above is true and correct.

Lance Merker CEO President  
Authorized Signature

11/13/14  
Date

Print Name and Title of Authorized Representative

# Signed Addendum #1



November 4, 2014

## ADDENDUM NO. 1

### **REQUEST FOR PROPOSAL NO. 15-CC-Content Management System CONTENT MANAGEMENT SYSTEM**

#### **Attention to Proposers:**

This constitutes Addendum No. 1 to the referenced Request for Proposals (RFP). This Addendum consists of this cover page, and offers prospective proposers an opportunity to join the Proposer's Conference scheduled for November 7, 2014 at 10:00 AM via WebEx using the following instructions:

**Join WebEx:** Meeting Number: 574 220 000  
Meeting Password: Meeting1

**Join by phone:** 1-408-792-6300  
Access Code: 574 220 000

The proposal due date and time of November 21, 2014 at 2:00 PM remains unchanged.

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

*Beatriz Castano*

Beatriz Castano  
Administrative Director of Business Operations

Acknowledged and Subscribed to:

Firm Name: OmniUpdate, Inc.

By: (Sign in ink) [Signature]

Title: Vice President of Sales

# Signed Addendum #2



November 14, 2014

## ADDENDUM NO. 2

### **REQUEST FOR PROPOSAL NO. 15-CC-Content Management System CONTENT MANAGEMENT SYSTEM**

#### **Attention to Proposers:**

This constitutes Addendum No. 2 to the referenced Request for Proposals (RFP). This Addendum consists of this cover page and eight (8) additional pages which provide answers to questions raised by prospective Proposers.

The proposal due date and time of November 21, 2014 at 2:00 PM remains unchanged.

All other terms and conditions of the RFP remain unchanged.

A copy of this addendum must be signed by the proposer and attached to the proposal response.

*Beatriz Castano*

Beatriz Castano  
Administrative Director of Business Operations

Acknowledged and Subscribed to:

Firm Name: OmniUpdate, Inc.

By: (Sign in ink) [Signature]

Title: Vice President of Sales



# Appendix A: OU Campus Features

## Powerful Administration

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### Auditing and Accountability (Reporting)

Administrators can generate custom reports instantly on user activity, pages in process, pages scheduled to publish and expire, stale pages, recently edited pages, recently published pages, content and asset usage, social media messaging, and more.

### Global Find and Replace

Administrators can use literal text or regular expression searches to locate, preview, and replace plain text, HTML, CSS, XML, and other underlying code across an entire site or selected directories. The process runs remarkably fast, making changes to thousands of files per second.

### Granular Access Controls

Set permissions in OU Campus at the site, directory, file, and page element level. Authorized access to areas of a page or to a directory can be restricted to select groups of users.

### Groups-Based Access Assignment

Assign OU Campus users to one or more groups (a user is also a "group" with one member). A group is used as the basis for assigning access to any level of the CMS.

### Multi-Site Management

OU Campus is built to support and manage unlimited sites and subsites (even sites hosted on different web servers). Administrators can independently control access, user, and group management for each site, as well as share templates, content, and other resources across multiple sites.

### Regular Expressions

Regular expressions, also known as regex, are a powerful tool for searching and replacing text, as well as enforcing file-naming restrictions. Administrators can enforce acceptable filenames of pages and uploaded files in OU Campus. In addition, administrators can create custom regular expressions for text validation in LDP Forms.

### Role-Based Permission System

With 11 customizable user levels, administrators have fine control over the features and functions a user can access. These levels are grouped around user roles (e.g., contributors, editors, designers, approvers), making it easy for administrators to choose the appropriate role for each user.

## Streamlined Content

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### Customizable Template Groups

Administrators have an intuitive point-and-click interface to define which templates are available in a given section of the site, guaranteeing a consistent look and feel to published pages.

### Dependency Manager

Hyperlinks to pages managed within OU Campus are always up to date. If a user decides to rename a page or move it to a new location, the Dependency Manager will automatically update the URL found in the associated pages and update those pages on the live server. If a page is deleted and causes broken hyperlinks, the user is notified to take action on those pages.

### Document Comparison

Users can compare a page's changes with any previous version of that page. View changes, deletions, and additions in a visual format similar to

those found in major word processors, including the page's source code.

### Media Integration and Video Transcoding

The WYSIWYG Editor provides users the ability to add media files to a web page with the necessary tagging and player automatically applied. In addition, users can easily drag and drop YouTube videos onto a web page via the YouTube Gadget.

### Multi-Browser Preview

Before publishing a page, users have the ability to preview them in the latest browsers available. Select and view full-resolution screenshots of a web page from a multitude of combinations including desktop browsers and mobile devices.

### Multi-Output Preview

Contributors can preview pages rendered with different file type formats, including HTML, PDF, RTF, CSV, XML, and mobile, as well as any UTF-8

compatible foreign language formats (including two-byte languages such as Chinese and Japanese). If an XSL template is designed to output multiple files, Multi-Output Preview provides the ability to view the outputs together before publishing.

#### **Page Check-In/Check-Out**

Users don't have to worry about others overriding their work because pages are automatically checked out when edits are made. And when a page is sent for approval, it's automatically checked out to the approver.

#### **Page Parameters**

Users can manage nearly any page characteristic – edit hidden content with ease, such as meta keywords, description, and author; change a page template or choose a different skin for a content region; select a page header from a list of available possibilities without having to worry about user error or editing code; and much more.

## **User-Friendly Editing**

#### **Auto Draft**

Every minute, the OU Campus WYSIWYG Editor automatically saves a draft of the page being edited onto the local workstation. If the browser unexpectedly quits or the user inadvertently closes the browser before saving the page, the content can be easily recovered later.

#### **Custom WYSIWYG Toolbars**

Administrators can create any number of custom WYSIWYG toolbars by adding or removing individual toolbar elements. This provides complete control over what and how content is edited or styled in the WYSIWYG Editor. A comprehensive set of functions is provided, including text formatting, spell checking, media insert, customizable CSS drop-down menu, table and form editing, and many more.

#### **DirectEdit™ Links**

Add a link, image, or date stamp anywhere on a published page for one-click access to quickly edit that specific page.

#### **Drag and Drop**

Drag and drop functionality allows users to edit and create content more efficiently by streamlining the movement and copying of files

Quickly upload files from the desktop into the directory of choice within OU Campus; move or copy files with a quick drag and drop; reorder form elements in LDP Forms; add and reorder images in

#### **Recycle Bin**

Removing files from the OU Campus staging server are sent to the Recycle Bin rather than being permanently deleted. The files are removed from the CMS directory, along with all past versions of the files, and can be recovered and restored later as needed.

#### **Version Control**

Keep as many versions of each page published as needed. Authorized users can easily back up or roll back to any previous version of a page.

#### **Zip Import**

Users can easily upload multiple zip files containing any file type allowed by the administrator, including text-based and binary assets. After uploading a zip file, but prior to its extraction, users are presented with an option to rename or exclude specific files and folders.

LDP Image Galleries. Customize the look of your dashboard and Gadgets sidebar with a quick rearrangement of your selected gadgets.

#### **Forms**

Live Delivery Platform's Forms feature lets users quickly build form elements such as text, radio buttons, checkboxes, drop-down menus, and lists for use on any web page. If form elements need to be reordered, users simply drag and drop them into their proper position. Users can define which form elements are required, and easily select from pre-supplied or custom validation rules.

#### **Image Galleries**

Live Delivery Platform's Image Galleries feature allows users to easily create and manage image galleries in OU Campus. Users can upload images into the gallery; provide a title, caption, and description information; and drag and drop images to modify the order. OU Campus will automatically generate thumbnails based on user-defined settings.

#### **Image Upload and Editing**

Upload and edit multiple images for quick use on a web page. Authorized users can easily insert images on a page from within the WYSIWYG Editor by browsing a gallery of image thumbnails or standard filename list. With the Image Editor, users can resize, crop, rotate, rename, and save a selected

image in one of many administrator-approved file formats.

#### **In-Context Editing**

When editing a page, users can see the complete design and layout of the entire page, even if they are only editing a select area of text. This allows users to see what the page will look like as they work in the WYSIWYG Editor, eliminating tedious save-preview-edit cycles.

#### **MultiEdit™**

OU Campus allows for form-controlled editing for XML and other structured content. Administrators can create a forms-based template that presents users with an easy-to-follow guide for adding content to a structured layout. Templates can include both forms-based MultiEdit and WYSIWYG content editing.

#### **Quick Search**

Users can quickly search for page content, filenames, page titles, and other metadata. Searches can be constrained by scope, accessibility, and Boolean operators. Administrators can control which pages are indexed, allowing only the desired content to be searchable.

#### **Save-in-Place**

Working in the WYSIWYG Editor, users can quickly save content without exiting the editor. The function saves any changes made in the editor to the staging server, which allows the user to continue working.

#### **Source Code Editing**

OU Campus provides authorized users context-sensitive source code editing with auto-closing tags for HTML and XML, save-in-place functionality, word wrap, and more. The Source Editor also supports color-coding for HTML, CSS, XML, PHP, ASP, JavaScript, Visual Basic, and several other languages.

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## **Reusable Content**

#### **Assets**

Assets allows for the creation and use of reusable content such as text, images, media, code blocks, managed forms, image galleries, polls, and more. The creation and management of assets is integrated into the permission system and administrators can restrict the editing of assets through group access.

#### **Auxiliary Sites**

In the WYSIWYG Editor, users can select images and media from, or make links to, files that reside on

a centralized content repository. Administrators can also set up any number of additional server sources at the account and site level.

#### **Snippets**

Administrators and developers can create pre-formatted HTML content (e.g., tables, forms, image with caption) that users can easily select via the WYSIWYG Editor, insert on a page, and edit as needed.

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## **Quality Control**

#### **Accessibility Check**

As part of the Page Check feature, users can validate web pages for Section 508, WCAG, Stanca Act, or BITV and ensure accessible pages to all site visitors.

#### **Final Check**

Before a page is published, administrators have the ability to enforce spell checking, link checking, W3C validation checking, and/or accessibility checking.

#### **Page Check**

Check any page managed by OU Campus for broken links, spelling, as well as W3C and accessibility compliance any time during the review process.

#### **Site Check**

Authorized administrators can easily check all website links, both internal and external to the site. This can include links for all site pages or only selected pages; they also have the option to follow link redirects and set timeout rules to ensure that links are in an optimal state. Administrators can also view reports of broken links by page or by link.

#### **Spell Check**

Users can check spelling in English, Spanish, French, Italian, and Portuguese with the built-in spell checker. Authorized users can also add words to a custom dictionary to supplement the default dictionary used in the WYSIWYG Editor. Custom dictionaries can be created for multiple sites.

## Convenient Publishing

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### Multi-Channel Output

Using multiple XSL designs, publish a single piece of content into multiple output types (e.g., HTML, PDF, CSV, mobile).

### Multi-Target Publish

Multi-Target Publish allows users to publish to different servers and extends many of the page features used in the OU Campus staging server to auxiliary servers, including the ability to upload, compare, and preview pages.

### New Page Wizards

Simply fill out a form to create different page types, multi-pages, and RSS feeds, as well as carry out complex site structure building, navigation, and deployment.

### Page Expiration

Users can set pages to expire and be removed from the website, with options for page replacement or redirection also provided.

### Publish Now

Users can instantly publish pages, directories, or entire sites with the direct publish model. OU Campus does not rely on publishing queues and deployment tables, which can drastically slow down the publishing process.

### Scheduled Publish

OU Campus provides scheduling tools directly within the publishing workflow for pages, directories, and even assets. Email notifications can be sent when a scheduled page is published.

### Stale Page Notification

Set any page to notify a user when it hasn't been updated for a certain period of time.

## Extensibility

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### APIs

Developers can harness the power of the CMS to remotely modify users, groups, and other record data, including creating new sites and subsites. In addition, developers can access APIs to create powerful Gadgets for your users.

### Add-Ons

Integrate any homegrown or third-party web app into OU Campus through the Add-Ons menu.

### Gadgets

Gadgets make the smallest tasks easy and quick to complete. By functioning as mini-applications, users can quickly insert images, YouTube videos, or snippets onto a web page; access page and dependency tag information; create shortened URL links; and more.

### Live Delivery Platform™

Customers have the option to install the OU Campus Live Delivery Platform (LDP) and

enable a rich set of Web 2.0 applications to extend the dynamic interactive capabilities of their website, including support for image galleries and comments; the optional server-side module provides forms, polls, surveys, and more.

### OU Calendar™

Customize the powerful enterprise calendar included with OU Campus to meet the needs of your institution's website. Include event registration, payment processing, and more.

### WebDAV Integration

Access and modify content on the OU Campus staging server with third-party applications such as Dreamweaver®, oXygen® XML editor, Cyberduck, Transmit, Coda 2, and more.

## Effortless Syndication

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### Media RSS

Users can attach and share audio, video, and image files (e.g., podcasts, videocasts) to RSS feeds. The interface makes it easy to enter media

files, links, titles, descriptions, image thumbnails, and keywords.

## **OU Social™**

Automate the publishing of content to social media platforms such as Facebook and Twitter. Updates can occur on an immediate or scheduled basis and publish to different channels simultaneously. This includes Tweets, Facebook wall posts, and synchronization of entire Facebook pages with OU Campus-managed web pages. Administrators can also view a report of all social media posts published from OU Campus.

## **RSS Management and Automation**

Automatically generate RSS items when a page is created or updated, and add items to an RSS feed when the page is published. OU Campus supports easy creation and management of any number of RSS feeds.

## **Syndication Groups**

Easily combine RSS feeds into aggregate groups in OU Campus for syndication on a website or newsreader subscription. Users can also add individual feeds to multiple feed groups that can be automatically updated.

## **What's New Live™**

OU Campus allows for dynamic display of RSS content on a web page with What's New Live. Unique scripts for any major platform (e.g., PHP, ASP, CFM, JSP) are provided in a page template to present RSS feed data in any format required.

## Appendix B: Sample Training Agendas

### Webinar Training

As part of the OU Campus implementation process and at no additional charge, OmniUpdate provides Train-the-Trainer and Administrator trainings, as well as a Template Framework session, via personalized five webinars.

The base training includes two hands-on web-based sessions giving the trainers and administrators the ability to perform actions learned while being supervised by a trainer. The base training sessions last 2 to 3 hours and are scheduled over the course of five days.

Additional OU Modules are available, including Access and Workflow, News and Events, Social Media Configuration, Live Delivery Platform, Calendar, and Interactive Campus Map training sessions. The modules can be scheduled and trained at any time within six months of the hand-off of the templates developed by the Implementations team.

### Train-the-Trainer Training – 3 hours

<b>Introduction to OU Campus/Training Overview</b>	
	Support Site Introduction to OU Campus End-User Training Content
<b>End-User Training</b>	
<b>Dashboard</b>	Overview, Reviewing Workflow, My Current Pages, Inbox Configuring Dashboard
<b>Content</b>	Navigating Editing Pages and Sending for Approval, Including WYSIWYG Previewing, Comparing, Checking, and Publishing Content Creating New Pages/Uploading Content
<b>Assets</b>	Creating/Editing New Assets Reviewing Assets
<b>Q&amp;A</b>	

## Administrator Training – 3 hours

### Review of Administrator Training content

#### Administrator Training

**Reports** Releasing/Reviewing Checked-Out Content  
 Reviewing Pending Approvals  
 Modifying/Canceling Scheduled Publishes  
 Reports and Site Check

**Setup Menu** Account and Site Level Setup  
 Creating Users and Groups  
 Defining Toolbars, Font Size Sets, Snippets, User-Based  
 Templates, and Template Groups  
 Configuring Add-ons

**Dashboard** Workflow

**Content** Global Find and Replace

Q&A

## Template Framework Session – 2 hours

### Introduction to OU Campus Templates

Types of Templates in OU Campus  
 Creating and Utilizing Tags  
 How Files Interact

### Review of Your Site's Created Templates

Maintenance and Copying  
 How Your Templates Function  
 Documentation and resources

Q&A

## On-Site Training

OmniUpdate can also provide a two-day on-site training class. There are a number of different on-site training offerings:

- End User and Administrator Training
- Developer Training
- Administrator and Developer Training at the OmniUpdate headquarters

End user and administrator training can be tailored to fit your needs. It may include hands-on training for your end users, as well as training for administrators up to and including page template training. Typical end user classes are 2 hours, and up to 25 attendees can attend each class. Administrator training is often a half-day course and allows for thorough Q&A relating to your implementation and administrative needs.

### Day One (End Users and Administrators)

<b>7:45 – 8:00</b>	<b>Set-Up</b>
<b>8:00 – 10:00</b>	<p><b>Administrator Q&amp;A and Training Preparation</b></p> <p>Open Q&amp;A about Site Configuration and Administrative Set-Up          Q&amp;A about Training Expectations          Review of Training Configuration, including Toolbars and Templates</p>
<b>10:00 – 12:00</b>	<p><b>CMS End User Training (Class 1)</b></p> <p>Intro to OU Campus Interface and Help System          Logging in with the DirectEdit Link          Editing a Page with the WYSIWYG Editor          Using the Toolbar Features/Icons          Using the Page Actions          Sending the Page for Approval/Publishing          Creating New Pages and Uploading Files          Creating Assets          Dashboard Interface          Q&amp;A</p>
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 3:00</b>	<p><b>CMS End User Training (Class 2)</b></p> <p>Intro to OU Campus Interface and Help System          Logging in with the DirectEdit Link          Editing a Page with the WYSIWYG Editor          Using the Toolbar Features/Icons          Using the Page Actions          Sending the Page for Approval/Publishing          Creating New Pages and Uploading Files          Creating Assets          Dashboard Interface          Q&amp;A</p>



<b>3:00 – 5:00</b>	<b>CMS End User Training (Class 3)</b>  Intro to OU Campus Interface and Help System Logging in with the DirectEdit Link Editing a Page with the WYSIWYG Editor Using the Toolbar Features/Icons Using the Page Actions Sending the Page for Approval/Publishing Creating New Pages and Uploading Files Creating Assets Dashboard Interface Q&A
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**Day Two – (End Users and Administrators)**

<b>7:45 – 8:00</b>	<b>Set-Up</b>
<b>8:00 – 10:00</b>	<b>CMS End User Training (Class 4)</b>  Intro to OU Campus Interface and Help System Logging in with the DirectEdit Link Editing a Page with the WYSIWYG Editor Using the Toolbar Features/Icons Using the Page Actions Sending the Page for Approval/Publishing Creating New Pages and Uploading Files Creating Assets Dashboard Interface Q&A
<b>10:00 – 12:00</b>	<b>CMS End User Training (Class 5)</b>  Intro to OU Campus Interface and Help System Logging in with the DirectEdit Link Editing a Page with the WYSIWYG Editor Using the Toolbar Features/Icons Using the Page Actions Sending the Page for Approval/Publishing Creating New Pages and Uploading Files Creating Assets Dashboard Interface Q&A
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 5:00</b>	<b>Administrator Q&amp;A and Training</b>  Review of Administrative Functions Explanation and Q&A regarding Page Templating Hands-On in System and Creating TCFs/TMPLs Additional Q&A

Developer training is two days and includes an explanation and hands-on experience with coding in XML and XSL. This class is designed for developers who have experience in HTML and CSS and want to learn how to create XSL templates in OU Campus.

### Day One (Developers/Webmasters)

<b>7:45 – 8:00</b>	<b>Set-Up</b>
<b>8:00 – 10:00</b>	<b>Introduction to XML</b> Nodes Attributes Character Set Encoding Namespace
<b>10:00 – 12:00</b>	<b>Introduction to XML</b> Nodes Attributes Character Set Encoding Namespace
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 3:00</b>	<b>XSL Templates and Elements</b> Understanding Transformation
<b>3:00 – 4:00</b>	<b>XSL Elements and XPath</b> XSL Elements (Cont.)
<b>4:00 – 5:00</b>	<b>XSL Conditional Statements and Loops</b> If, When, and Otherwise XSL For-Each

## Day Two (Developers/Webmasters)

<b>7:45 – 8:00</b>	<b>Set-Up</b>
<b>8:00 – 12:00</b>	<b>From HTML to XSL</b> Transformation in OU Campus (Recap) Understanding Staging/Production Defining/Determining Content and Design PCF Structure Creating Modules/Common Contents
<b>12:00 – 1:00</b>	<b>Lunch</b>
<b>1:00 – 3:00</b>	<b>From HTML to XSL (cont'd)</b> Page Properties Transformation Trigger Modes and OU Variables Additional Functions
<b>3:00 – 5:00</b>	<b>Final Details</b> Page Tagging TCF Templates Common Pitfalls

It is possible to attend training at the OmniUpdate headquarters in lieu of us sending trainers to you. This provides you with a distraction-free environment and fully customizable training, which may be delivered by one or more of the OmniUpdate trainers. On-site training at the OmniUpdate headquarters allows for a combination of administrator and developer training. The training can accommodate up to five participants.

## Appendix C: Partial Customer List

### Community Colleges

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Baton Rouge Community College • Berkshire Community College • Butte College • Cañada College • Clark College • College of DuPage • College of San Mateo • Columbia College • Columbus State Community College • Community College of Rhode Island • Cuesta College • Daytona State College • De Anza College • Diablo Valley College • East Central College • East Los Angeles College • Edmonds Community College • El Camino College • Harper College • Hinds Community College • Horry Georgetown Technical College • Inver Hills Community College • Lamar State College - Orange • Laramie County Community College • Los Angeles City College • Los Angeles Harbor College • Los Angeles Mission College • Los Angeles Southwest College • Los Angeles Valley College • Metropolitan Community College (MO) • Middlesex Community College • Mission College • Modesto Junior College • Mott Community College • Moorpark College • Mt. San Antonio College • National Park Community College • Nicolet College • Oakland Community College • Oklahoma City Community College • Otero Junior College • Oxnard College • Pasadena City College • Pierce College • Pitt Community College • Quinebaug Valley Community College • Santa Barbara City College • Shoreline Community College • Skyline College • Snow College • Solano Community College • South Plains College • Southeastern Community College • State College of Florida, Manatee-Sarasota • State University of New York Dutchess Community College, Hudson Valley Community College, Nassau Community College, Niagara County Community College, Sullivan County Community College • Treasure Valley Community College • Ventura College • Victor Valley College • Wenatchee Valley College • West Los Angeles College • West Valley College • Wharton County Junior College

### 4-Year Institutions

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Alliant International University • Arkansas Tech University • Bluffton University • California State University Channel Islands • California State University, Fresno • California State University, Fullerton • California State University, Long Beach • Central Methodist University • Central State University • Charleston Southern University • Charter Oak State College • Clarion University • College of Wooster • Columbus State University • Dartmouth College • Defiance College • Dillard University • D'Youville College • East Stroudsburg University • East Tennessee State University • Eastern Florida State College • Eastern Illinois University • Eastern Michigan University • Ferris State University • Ferrum College • Florida Atlantic University • Franklin Pierce University • Georgia Regents University • Golden Gate University • Illinois State University • Illinois Wesleyan University • John Cabot University (Italy) • Kwantlen Polytechnic University • Lock Haven University • Louisiana State University • Louisiana Tech University • Malone University • Marist College • Marylhurst University • Michigan State University, HR • Middle Tennessee State University • Mills College • Missouri Southern State University • Mitchell College • Monmouth College • Naropa University • Northwest Florida State College • Ohio Wesleyan University • Oral Roberts University • Oregon State University • Palm Beach State College • Pepperdine University • Philander Smith College • Potomac State College of WVU • Rocky Mountain College • Saint Xavier University • San Jose State University • Schreiner University • Skidmore College • Southeastern Louisiana University • Southeast Missouri State University • Southern Adventist University • Southern Connecticut State University • Southern Polytechnic State University • St. Catharine College • State University of New York Binghamton University, Cobleskill, Delhi, Farmingdale State College, Fredonia, New Paltz, Stony Brook University, The College at Brockport • Tennessee State University • Texas Southern University • Texas Tech University • The University of Toledo • The University of Utah • The University of Utah, Marriott Library • Touro University • Trine University • University of Alabama College of Continuing Studies • University of Arkansas • University of Baltimore • University of California, Riverside • University of Chicago • University of Dallas • University of Houston, Clear Lake • University of Louisiana at Monroe • University of Mary • University of Memphis • University of New Orleans • University of North Dakota • University of South Florida • University of Tennessee at Chattanooga • University of Texas at Tyler • Upper Iowa University • Utah Valley University • Western Illinois University • Western Kentucky University • Widener University • Wilkes University

### District and Public System Groups

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Allan Hancock Joint Community College District • Eastern Iowa Community College District • Foothill-De Anza Community College District • Iowa Valley Community College District • Los Angeles Community College District • San Diego Community College District • San Mateo County Community College District • State University of New York • Tarrant County College District • Ventura County Community College District • Yosemite Community College District

### Graduate, Research, and Online Institutions

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Auburn University Raymond J. Harbert College of Business • Fielding Graduate University • Lake Forest Graduate School of Management • Meharry Medical College • Morehouse School of Medicine • Tulane University Freeman School of Business • University of Chicago Booth School of Business • University of Michigan School of Public Health

## Appendix D: Customer Testimonials

We take great care in helping you achieve your unique goals. Learn how some of our customers have benefited by switching to OU Campus.

### One-Person Web Team



*"It's challenging to meet the web expectations of an institution as a one-man shop. With OU Campus, I've achieved my goals and regained time for other projects. It's been a win-win all the way."*

**Justin Gatewood**  
Webmaster  
Victor Valley College

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### CMS Replacement

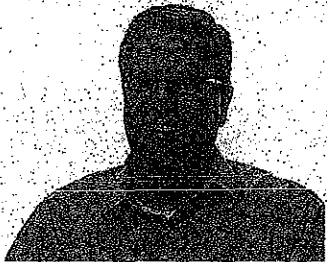


*"Our existing CMS had to be replaced and content migration was a major concern. We explored a number of CMS products and did a lot of research. OU Campus was the clear winner."*

**Michael Berman**  
VP for Technology & Communication  
California State University Channel Islands

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### Website Redesign



*"After several unsuccessful CMS implementation attempts, we finally got it right with OU Campus. We gained speed and performance, while reducing costs and man-hours. And, our users are happy."*

**Nathan Gerber**  
Director of Web Development Services  
Utah Valley University

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## Streamlined Workflow



*"I really like the approval process. It not only makes my life ten times easier, it makes the content contributors' lives ten times easier."*

**Romana Amata**  
**Web Strategist**  
**Saint Xavier University**

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## System Integration



*"We use OU Campus to do some very interesting things when we integrate with other systems."*

**C. Daniel Chase**  
**Lead Web Administrator**  
**The University of Tennessee at Chattanooga**

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## Content Reuse



*"One of the really great things about OU Campus is it allows us to create content once and then put it in multiple places."*

**Donna Talarico-Beerman**  
**Director of Integrated Communications**  
 **Elizabethtown College**

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# Appendix F: Screenshots

**Dashboard** | **Todd Spence Level 10** | **Configure Dashboard**

**Inbox**

- Todd Spence Level 10** 9/8/2014  
OU Campus Publish Notification  
The following page that was scheduled to be published
- Todd Spence Level 10** 9/5/2014  
OU Campus Publish Notification  
The following page that was scheduled to be published

**My Checked-Out Content**

- /about/history.pcf  
Locked: 10/9/2014 | Saved: 9/15/2014
- /about/students.pcf  
Locked: 10/13/2014 | Saved: 7/23/2014
- /academics/courses.pcf  
Locked: 10/13/2014 | Saved: 8/7/2014
- /academics/resources.pcf  
Locked: 10/13/2014 | Saved: 7/23/2014
- /admissions/future\_students.pcf  
Locked: 10/13/2014 | Saved: 10/13/2014
- /admissions/index.pcf  
Locked: 10/13/2014 | Saved: 7/23/2014

**Activity**

- /trash/Version-10-Flyer-032113.pdf  
Recycled by Todd Spence Level 10  
10/13/2014 2:16 PM
- /about/index.pcf  
Published by Todd Spence Level 10  
9/16/2014 9:24 AM
- /about/history.pcf  
Published by Todd Spence Level 10  
9/16/2014 3:20 PM
- /trash/untitled-1.pcf  
Recycled by Todd Spence Level 10  
9/16/2014 8:22 AM
- /trash/untitled.pcf

**Site Analytics** | **gallenauniversity.com**

Last 7 Days | Oct 7, 2014 - Oct 13, 2014

**Pageviews** | **New Users** | **Average Time Per Visit**

*OU Campus Dashboard with Google Analytics Integration*

**\_tspace** | **Quick Search**

Name	Status	Modified	Options	Staging	Production
index.pcf	3.2k	4/9/2014 8:46 AM			
<b>_jeffnav.inc</b>	<b>Pending approval by tzeakaryan</b>	4/14/2014 1:41 PM			
_properties.inc	1.0k	4/9/2014 8:46 AM	Edit	Review	File
Version-10-Flyer-032113.pdf	565k	1/20/2014 9:00 AM			

Display 100 rows per page

*Approvals Workflow*

During the

**Event Form**

Please enter your information below.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

2009-2010 academic year, our Russian courses Language Studies program

Studying Russian at Drake University is rewarding and productive from the very first day of class. Regardless of the level of ability, students work with a native speaker of Russian and no more than three classmates and use Russian exclusively as to communicate things that are truly meaningful, i.e., not the mindless filler materials found in many current textbooks.

**Contact Form**

Through the standard sequence of courses (001, 002, 051, 052, 150, 150), students expand their competencies. Beyond the initial emphasis on speaking in order to develop skills in listening, writing, and reading. Although Russian has not been offered as long as some of the other languages in World Languages and Cultures, it has a fast growing enrollment.

Insertion of Pre-Built Event Form Snippet

GALLERIA UNIVERSITY

Section 1

Alliance of Associations of Teachers of Spanish (AATS)

The Alliance offers training and professional development to Spanish language teachers in a variety of forms: by sponsoring workshops and summer institutes, by awarding individual small grants, and by sponsoring publications and materials. Classroom materials developed by teachers participating in these activities are made available to all teachers in the field via the website.

Certificate Application (pdf)

Parent Directory

Admissions

Drake Provisions

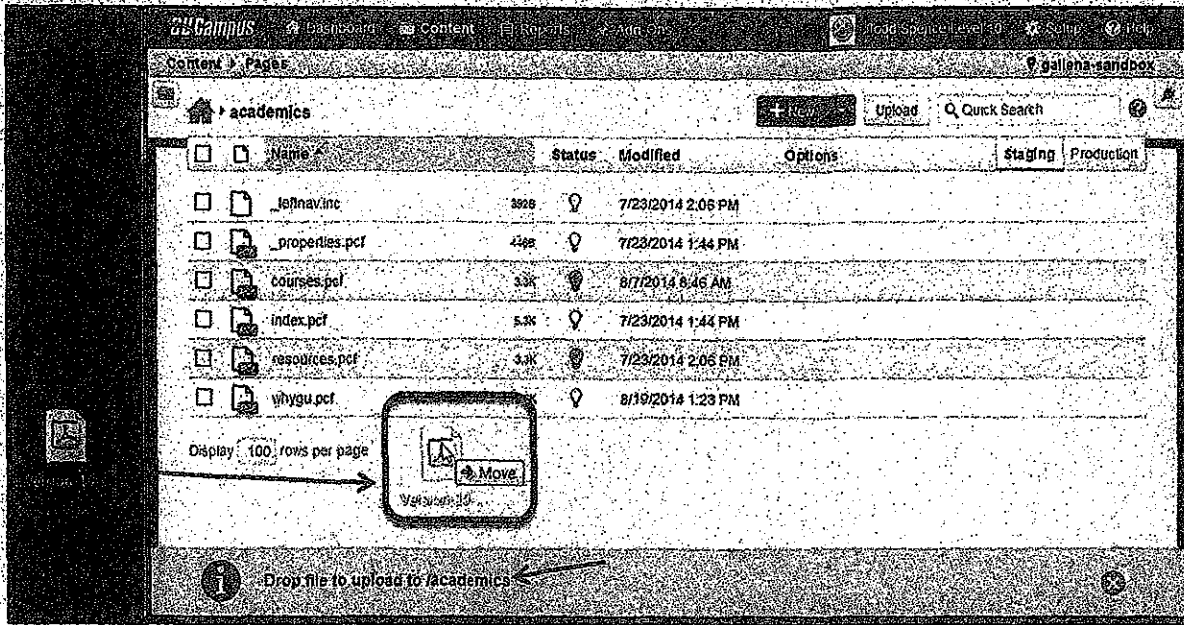
studentresources.htm (03/17/2014)

studentresources.htm (03/17/2014)

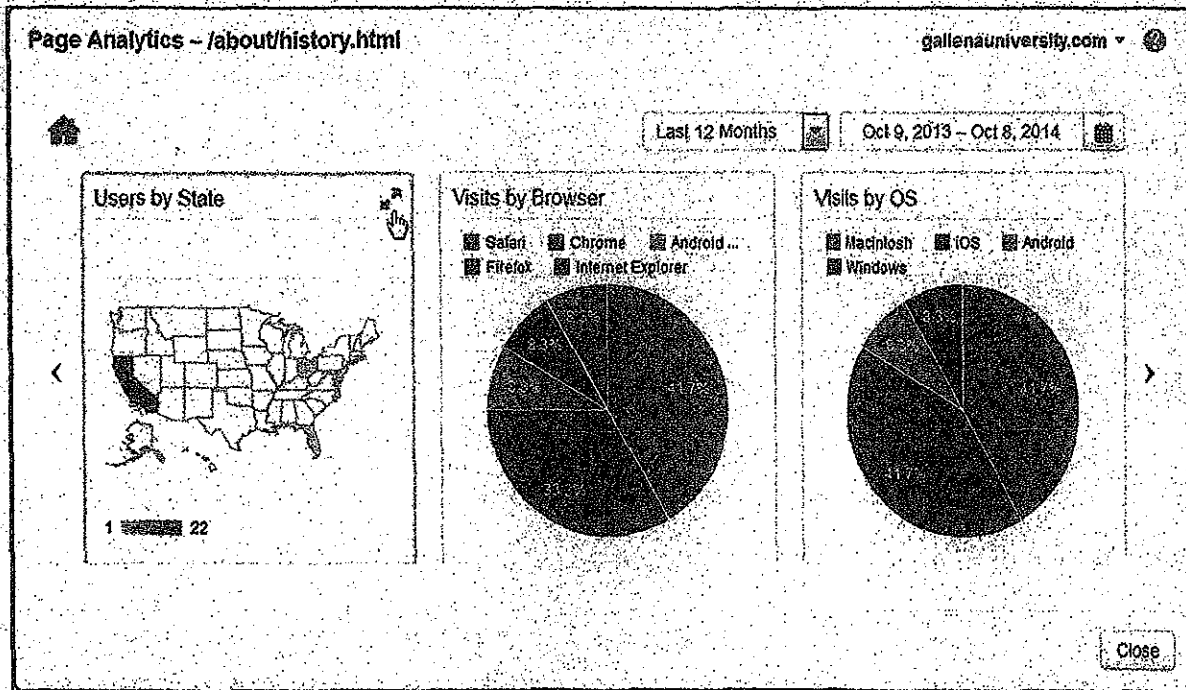
studentresources.pdf (03/17/2014)

Drag and Drop Image Gadget





**Drag and Drop File Upload**



**Page Level Google Analytics**

**End of Text for Exhibit G**