



UNIVERSITY OF MARYLAND GLOBAL CAMPUS

DATE: August 22, 2025

TO: All Prospective Proposers

FROM: Rosemary Williams
Senior Buyer, Technology Procurement
301- 985- 7137

And

Alicia Klein
Director, Technology Procurement
301-985-7223

RE: RFP # 92225 – Workforce Development Marketplace UX & Design Services
Addendum #1 dated 8/22/2025

The following amends the above-referenced RFP solicitation document. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal submission.

1. Please find the RFP Question and Answer Log that provides answers to all questions received about RFP #92225 in Attachment A to this Addendum #1.
2. The due date and time for the Technical Proposal remains as **Friday, September 5, 2025 on or before 2:00 PM ET**. Proposals must be submitted electronically in accordance with Section I., paragraph 5, of the solicitation document. **Late proposals cannot be accepted.**
3. Technical Proposals must be uploaded electronically at the UMGC Bid Locker address provided below no later than the date and time indicated in the Solicitation Schedule. File names for the Technical Proposal documents are to include the RFP number and the Proposer's name. NO PRICING INFORMATION is to be provided in the Technical Proposal.

Bid Locker link for Technical Proposal upload:

https://bidlocker.us/details/5240_Umgc_92225_Workforce_Development_Marketplace_Ux_Design_Services

Proposers must be registered on Bid Locker prior to uploading proposals.

To register* for a Bid Locker account, go to: <https://bidlocker.us/Account/Signup/UMGC>

Should you encounter any issues during account set-up or require additional assistance with Bid Locker, please reach out to Bid Locker directly at help@bidlocker.us or 267-225-1407. (*DO NOT wait until the due date for Proposals to sign up for an account; sign up as soon as possible.)

4. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal.

(End of Addendum #1 dated 8/22/2025)

Attachments: Attachment A – Q&A Log
 Attachment B – UMGC INFORMATION SECURITY, DATA PRIVACY
 AND PROTECTION REQUIREMENTS

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

Solicitation: RFP # 92225 – Workforce Development Marketplace UX & Design Services

TECHNICAL PROPOSAL DUE DATE: Friday, September 5, 2025 at 2:00 PM ET

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u> 1 </u>	dated <u> 8/22/2025 </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>
Addendum No. <u> </u>	dated <u> </u>

Signature

Name Printed

Title

Attachment A to Addendum #1 - UMGC RFP #92225 (UX Design) - Question and Answer Log

Question #	Vendor Question	UMGC Response
1	Will the awarded vendor be responsible for development/build of the storefront or design only?	Design only, however; the awarded vendor must understand UMGC's current CMS componentry library and provide designs that would 'fit' into UMGC's current components, or allow for UMGC to reasonably expand upon UMGC's current componentry.
2	For accessibility compliance (WCAG 2.2 AA), do you expect design documentation only or fully tested, implemented components?	UMGC has a strong preference for a vendor who can provide some sort of testing data that shows a rapid prototype (i.e. a quickly developed model or mock-up of the deliverables).
3	Are the AEM components expected to be coded and deployed, or design specifications only for UMGC dev team?	Design specifications and documentation for AEM components (reusable component library + style guide), not coding/deployment. Handoff must include component specs/redlines "as applicable."
4	How firm is the Feb 28, 2026 deadline? Is there flexibility for post-launch optimization or phased rollout?	As stated in the RFP, all deliverables must be completed by this date. At this time, we require vendors to plan their proposals and schedules to meet this timeline.
5	How many unique templates are confirmed? The RFP notes "up to 7" — is that final, or subject to change?	As stated in the RFP, UMGC expects low-fidelity UX wireframes for up to 7 unique page types.
6	Are AI-assisted search and recommendations expected to be functional at launch, or is that a future phase?	UMGC has a strong preference for AI-assisted search and recommendations to be functional at launch. The awarded vendor should deliver AI-assisted search within the UX design and recommend suitable tools or platforms to power this functionality. However, the UX design should be vendor agnostic, allowing UMGC the flexibility to implement the AI-assisted search with the solution that best fits our needs. Recommendations for specific tools or platforms are welcome, but the design should not be dependent on any single provider.
7	For the marketing landing pages, is personalization expected (e.g., Salesforce-driven content) or static templates?	Please refer to Section II. Scope of Work in the solicitation document. This section outlines the specific requirements and expectations for this project.
8	Are there existing design systems or component libraries in AEM that must be extended, or is this a ground-up build?	Yes, there is an existing componentry library. UMGC is open to enhancements or the development of new components (if necessary) to fulfill the scope of work for this project.
9	Will UMGC provide sandbox environments for AEM, Salesforce, PeopleSoft for testing?	UMGC will provide a sandbox environment for AEM to support development and testing. Sandbox environments for Salesforce and PeopleSoft may be available, but availability is not yet confirmed. Proposers who require access to these environments should indicate these needs and any assumptions in their Technical Proposal submission.
10	Who will own SEO and analytics setup — UMGC internal team or the vendor?	The UMGC internal team will manage the analytics and SEO implementations/set up. However, UMGC expects the awarded vendor to provide SEO best practice recommendations and guidance, which UMGC will review and implement as appropriate.
11	Is TouchNet integration already configured, or is the vendor expected to design around its constraints?	TouchNet is an existing payment system to design around; implementation is not part of this RFP.
12	Will UMGC recruit and incentivize learners for usability testing, or should the vendor budget for recruitment and incentives?	UMGC expects the awarded vendor to handle the recruitment and incentivization of learners for usability testing. UMGC will help coordinate access.
13	How many rounds of usability testing are expected within the compressed timeline?	The number of usability testing rounds is flexible and will be determined in collaboration with the selected vendor, based on project needs and timeline constraints. We encourage proposers to recommend an approach in their Technical Proposal that balances thorough testing with UMGC's project schedule. At a minimum, we require at least one (1) round.
14	Will we have direct access to current learner analytics for baseline benchmarking?	Baseline analytics: UMGC anticipates sharing relevant GA/Conductor insights (subject to policy).

15	What is UMGC's preferred agile cadence — biweekly sprint reviews, weekly standups, or other?	UMGC's internal development team works in fixed two-week sprints for AEM development. For this project, the awarded vendor is not expected to participate in regular development sprints, as the scope involves limited development work. Coordination and check-in meetings will be scheduled as needed to support project milestones and collaboration. UMGC expects biweekly meetings will be needed to support this project and stay aligned on tasks. Proposers may outline any recommended meeting structure/cadence in their Technical Proposals.
16	Will UMGC's internal UX, SEO, and design teams act as approvers or collaborators?	UMGC's internal UX, SEO, and design team subject matter experts (SMEs) will act as both collaborators and final approvers throughout the project. UMGC values a collaborative, data-driven approach to decision-making. In cases where consensus cannot be reached, UMGC SMEs will make the final decisions to ensure alignment with UMGC's objectives.
17	Are there brand compliance gates or committees that could add review time?	We will provide brand guidelines and branding reviews will be part of the review process
18	Would UMGC consider using MEEC IT Professional Consulting Services Contract #91100 for Terms and Conditions?	Pursuant to Section I. General Information of the solicitation documents: It is intended that one (1) contract will result from this Solicitation. Any Contract arising from this RFP action shall commence on the date the Contract is executed on behalf of UMGC, or such other date as UMGC and the Contractor shall agree. The Contract shall be in effect for one year, with an anticipated start date on or about November 10, 2025, unless otherwise extended, expired, or terminated pursuant to this Contract. Please see Appendix C - Contract Forms for a sample contract that will be awarded as a result of this RFP.
19	What research has been conducted to date (if any) around student needs/preferences for the new storefront?	UMGC has engaged in general market research prior to issuing the RFP.
20	Has UMGC already chosen the LIS (and/or is it already in use) or would the vendor need to identify an appropriate platform that can integrate with PeopleSoft and other platforms in use?	UMGC is in the process of procuring an LIS provider with an anticipated selection date scheduled for November 2026.
21	Will content editors need training on how to use the LIS? If so, how many?	UMGC's content authors work within AEM.
22	In Section 10 of Appendix S, the RFP states "The University shall enter into contractual agreement with the selected Contractor(s) only. The Contractor(s) shall be responsible for all products and/or services required by this RFP. UMGC will not consider Proposals that reflect primary and secondary service providers or a prime/subcontractor relationship. There should be proof of ability of the primary to manage a subcontractor and successfully coordinate the delivery of quality service and support in a timely manner. Subcontractors, if any, shall be identified and a complete description of their role relative to the proposal shall be included." - Can you please clarify: would the University be open to a proposal that teams up expertise from two businesses to best serve the needs of this scope of work, or will preference be given to a vendor who does not bring in additional specialized expertise to complete their project team?	UMGC acknowledges this typo in Section 10 of Appendix S. Accordingly, Section 10 of Appendix S is hereby deleted in its entirety and replaced with the following: "The University shall enter into contractual agreement with the selected Contractor only. The Contractor shall be responsible for all products and/or services required by this RFP. UMGC <u>will</u> consider Proposals that reflect primary and secondary service providers or a prime/subcontractor relationship. There should be proof of ability of the primary to manage a subcontractor and successfully coordinate the delivery of quality service and support in a timely manner. Subcontractors, if any, shall be identified and a complete description of their role relative to the proposal shall be included. UMGC's intent is not to direct the use of any particular subcontractor, however, the Contractor may not contract with any such proposed person or entity to whom UMGC has a reasonable objection. Notification of such objection will be made by UMGC within fifteen (15) days of Contract. The Contractor shall be fully responsible for the acts and omissions of its subcontractors and of persons directly or indirectly employed by them. The use of subcontractors does not relieve the Contractor of liability."
23	What is the expected budget (or range) for this scope of work?	UMGC anticipates making a significant investment in this initiative and seeks comprehensive, enterprise-grade services. While we are not disclosing a specific budget figure, proposals should reflect the scope and complexity described and be commensurate with similar best-in-class digital storefront projects in higher education and ecommerce.

24	Several of our most relevant marketplace examples exist within secure, authenticated learning environments. Since live links to logged-in experiences aren't shareable, what alternative documentation would UMGC accept to demonstrate our capabilities in these cases? We will be able to share examples of screens and our validation process for this work in our proposal.	Proposers are expected to share any public-facing marketplace or e-commerce sites that are accessible to the general public. For secure, authenticated environments where live links cannot be shared, UMGC will accept alternative documentation such as annotated screenshots, user flows, case studies, and descriptions of the validation process. Please provide as much detail as possible to demonstrate your capabilities and approach in these secure environments. UMGC's preference is to evaluate live link examples.
25	How many stakeholders from what areas of the organization can be anticipated to be included throughout discovery?	At least one rep from design, UX, AEM dev and product from the web team.
26	Can you share the rationale behind the specifications of 'up to 50 webpages' for the sitemap and '7 unique page types'? Is there existing discovery work or content inventory that informed these numbers?	These specifications are informed by past projects that UMGC has completed.
27	For the learner feedback sessions, should our proposal include strategies for participant recruitment and incentives, or will UMGC coordinate access to participants?	UMGC expects the awarded vendor to handle the recruitment and incentivization of learners for feedback sessions. UMGC will help coordinate access.
28	What does UMGC identify as its unique value in the workforce development space, and how will you measure the storefront's success?	The storefront's success will be measured by number of leads/applicants generated and 'traditional' digital KPIs, including, but not limited to: PV/V, time on site, bounce rate, unique visits, organic search generated visits/leads/applicants.
29	Will UMGC provide all course/program content, images, and media assets, or should the vendor handle content creation, editing, and migration?	UMGC will provide core content/assets. UMGC expects the awarded vendor to handle design templates/patterns and may recommend content needs. There is no migration required for this project.
30	How much of the existing content needs to be migrated into the new storefront?	A useable storefront does not currently exist. There are no pages available for redesign/migration.
31	How many total pages exist in the current storefront/website that will need to be redesigned or migrated?	See response to question #30.
32	How many blog articles or knowledge resources currently exist, and should they be included in the migration?	No blog articles or knowledge resources currently exist.
33	Does UMGC expect historical blog content to be migrated as-is, archived, or selectively refreshed?	See response to question #32.
34	How many workforce development programs or course listings need to be included at launch?	At this time, the exact number of workforce development programs or course listings to be included at launch has not been finalized. However, we anticipate that the initial number will likely be fewer than 20. Final numbers will be determined in collaboration with UMGC prior to launch, and will be specified in the project scope as details are confirmed.
35	Does UMGC have existing customer/learner data that needs to be migrated into the new system, or will it remain in PeopleSoft/Salesforce?	All customer/learner data will remain in existing systems (PeopleSoft/Salesforce). The scope of this project does not include data migration.
36	Will UMGC provide structured datasets for existing programs/courses, or should the vendor extract and transform the data?	UMGC will provide available structured datasets/fields or samples during design validation.
37	Are there existing media libraries (images, videos, PDFs, assets) that need to be migrated and organized into the new CMS?	Existing media libraries exist across UMGC. The scope of this project does not include any kind of CMS or DAM migration.
38	What is the approximate current user base (active learners, program participants, employer accounts) that the storefront must support?	Volume estimates are still being finalized. UMGC anticipates fewer than 2,000 annual enrollments during the first two years following launch, with ongoing year-over-year growth expected.
39	Are there analytics or heatmap tools currently tracking user behavior (e.g., Google Analytics, Hotjar)? If so, should historical data be preserved?	Yes, Google Analytics is in use. Decisions about heatmaps and data preservation will be discussed and coordinated with the awarded vendor.
40	Are there existing SEO-critical pages (high-traffic landing pages, backlinks) that must be preserved with redirects during migration?	No.
41	Is the vendor expected to provide only UX/UI design services, or also handle development and full implementation?	See response to question #1 above.
42	If development is included, who will be responsible for hosting setup, environment management, and performance testing?	Development will be done by the UMGC team.
43	What is the current hosting infrastructure for UMGC's digital platforms, and will that continue to be used for the new storefront?	UMGC's current hosting infrastructure for digital platforms is based on Adobe AEM, and this will continue to be used for the new storefront.
44	Does UMGC have any specific technology preferences for frontend, backend, or hosting infrastructure?	Technology preferences include Adobe AEM for CMS, plus integrations with PeopleSoft, Salesforce, and TouchNet.

45	Is UMGC strictly committed to Adobe AEM, or open to considering other CMS or headless CMS solutions?	UMGC is committed to working within Adobe AEM for this project. Other CMS or headless CMS solutions are not being considered at this time.
46	To what extent must the vendor integrate with PeopleSoft, Salesforce, Adobe AEM, and TouchNet?	The vendor will not be responsible for integrations with Peoplesoft, Salesforce, Adobe AEM, or TouchNet; these will be managed by the UMGC development team.
47	Will UMGC provide API documentation and integration support, or is the vendor expected to build and test integrations independently?	UMGC will provide available API/process documentation and SMEs; the awarded vendor is not expected to build/test integrations under the scope of this project.
48	Is AI-assisted personalization and search functionality required in this phase, or planned as a future enhancement?	The awarded vendor should deliver AI-assisted search within the UX design and recommend suitable tools or platforms to power this functionality. However, the UX design should be vendor agnostic, allowing UMGC the flexibility to implement the AI-assisted search with the solution that best fits our needs. Recommendations for specific tools or platforms are welcome, but the design should not be dependent on any single provider.
49	Who are the final approvers for design and deliverables?	UMGC stakeholders.
50	How many review and feedback cycles are expected per deliverable?	UMGC expects up to two UMGC feedback cycles per deliverable.
51	Will UMGC assign dedicated subject matter experts for workforce program details during the discovery phase?	Yes.
52	Does UMGC have internal development or QA teams that will share responsibility, or is the vendor expected to manage everything?	UMGC has internal development and QA teams who will collaborate with the awarded vendor.
53	If UMGC feedback or approvals are delayed, will project timelines shift, or is the vendor expected to absorb the delay?	If UMGC feedback or approvals are delayed, timelines will be adjusted accordingly. Remedies for missed milestones, if any, will be negotiated and included in the final contract based on the detailed project plan.
54	Should vendors include post-launch support and maintenance in the proposal, or will that be a separate engagement?	Post-launch support and maintenance are not included in the current scope of work, so proposers should not include these services in their proposals. If UMGC requires post-launch support in the future, it may be added as a separate engagement or through a contract amendment.
55	Are there any third-party costs (e.g., integrations, security certificates, paid plugins) that vendors need to include in their pricing, or will UMGC manage those separately?	Pursuant to Section III. Article 3. Price Proposals, Price Proposals will be requested, via addendum, of the final shortlisted firms. Detailed instructions will be provided in the addendum specifying where Price Proposals must be sent and the date and time when Price Proposals must be received. Instructions about what to submit in the Price Proposal will be provided in the addendum.
56	Is it mandatory for the prime contractor to be registered in Maryland?	Pursuant to the USM Procurement Policies and Procedures, UMGC's required terms and conditions state that the Contractor must represent and warrant that it is qualified to do business in the State of Maryland (whether a domestic business or a foreign corporation subject to registration under the Corporations and Associations Article of the Maryland Annotated Code) and that it will take such action as, from time to time hereafter, that may be necessary to remain so qualified).
57	Is there a minimum % of work that the prime contractor must deliver or, can the subcontractor handle 100% of the work?	UMGC does not have a specified minimum percentage of work that must be performed by the prime contractor.
58	Will the experiences of the subcontractor be considered in the past references?	While subcontractor experience may be considered as part of the overall proposal, the evaluation will focus on the prime Contractor's ability to meet the required qualifications and experience as outlined in the evaluation criteria. Subcontractor experience will be considered supplementary and will not substitute for the prime Contractor's required qualifications.
59	[We] currently [have] a Master Services Agreement with UMGC. Can UMGC confirm if the scope of RFP #92225 (UX & Design Services) can be added through an amendment and a new Statement of Work under the existing MSA, with all terms governed by that agreement, rather than requiring a new standalone contract?	The awarded vendor for RFP #92225 will be expected to sign a new contract with UMGC specifically for the scope and project set forth in RFP #92225.
60	If [we] continue to subcontract to an MBE already approved under [an existing agreement with UMGC], will this satisfy the MBE participation requirements for #92225, or must vendor complete new outreach documentation?	There is no MBE goal or requirement for RFP #92225.

61	Can UMGC confirm that remote/offshore (1099 vs W2) delivery of UX services is fully acceptable, with no requirement for Maryland-based employees or office presence?	Technical proposals will be evaluated according to the criteria outlined in the solicitation document(s), with a focus on demonstrated experience, capabilities, and ability to meet project requirements, regardless of team location.
62	Can UMGC please confirm whether RFP #92225 (UX & Design Services) carries any specific Minority Business Enterprise (MBE) participation goal or percentage requirement? If a goal does apply, will UMGC allow vendor to retain the same MBE participation percentage and subcontracting arrangement as previously documented and approved under the existing Instructional Design MSA (#92132)?	See response to question #60 above.
63	Can UMGC confirm that milestone-based billing (Net 30) and payment in USD via international wire transfer will be acceptable for a foreign vendor like [us]?	UMGC can accommodate milestone-based billing. Unless a payment is unauthorized, deferred, delayed, or set-off under COMAR 21.02.07, payments to the Contractor will be made no later than 30 days after UMGC's receipt of a proper invoice from the Contractor. As a state agency, we do not process payments at UMGC. All payments are processed by the State of Maryland according to how the Contractor is set up in the State system. In order to receive wire or ACH/EFT payments, the Contractor must be registered as such with the State. UMGC does not set-up Contractors with the State.
64	Will UMGC accept [our] current Texas-based insurance coverage, having no physical and employee presence in the State of Maryland?	Please refer to section 10.23 Insurance in the UMGC Professional Services Agreement provided in Appendix C for the insurance requirements for this project.
65	What would be the governance structure to implement any variation from the current brand identity guidelines while designing the design system?	UMGC Marketing/ePMO will approve any variations. UMGC expects the awarded vendor to deliver a storefront style guide for AEM in partnership with UMGC stakeholders.
66	How would UMGC facilitate the recruitment and scheduling of user research and usability testing once the participant mix is finalized based on the user personas?	Please see response to question #12.
67	AI-Assisted Search – The RFP notes a preference for AI-enabled or conversational search. Can you clarify what outcomes you envision (semantic search, recommendations, chat-style guidance)? Are you open to platform recommendations?	UMGC envisions AI-assisted search capabilities that include 1) semantic search to interpret user intent and 2) deliver relevant results and personalized recommendations that match learners to appropriate courses, certificates, or programs based on their interests, career goals, or entered keywords. The awarded vendor should deliver AI-assisted search within the UX design and recommend suitable tools or platforms to power this functionality. However, the UX design should be vendor agnostic, allowing UMGC the flexibility to implement the AI-assisted search with the solution that best fits our needs. Recommendations for specific tools or platforms are welcome, but the design should not be dependent on any single provider.
68	Brand & Design System – How much latitude do you expect the storefront to have in diverging from UMGC.edu, and will updated brand guidelines or assets be provided to guide design consistency?	UMGC expects alignment with UMGC.edu while allowing a fresh, modern storefront within brand; brand assets/guidelines will be provided.
69	Stakeholder & Learner Involvement – How central do you expect student and stakeholder involvement to be in the design and testing process, and how do you envision coordinating that participation? Would you like us to take the lead?	Student and stakeholder involvement is central to the design and testing process, including workshops and learner testing. The awarded vendor is expected to lead coordination of the activities with support from UMGC.
70	Timeline Drivers & Flexibility – Our understanding is that UMGC expects the vendor's deliverables by February 28, 2026, so the in-house team has time to complete implementation. Can you share the overall completion date you are working toward for the full project, and whether you'd be open to a phased handoff approach that prioritizes the most time-sensitive designs first?	Please see response to question #4.
71	Integration Touchpoints – Beyond AEM, what systems (CRM, LMS, ERP, payment gateways) most directly shape the storefront experience, and how deeply should design recommendations account for those flows?	The primary systems that most directly shape the storefront experience are Adobe AEM (CMS), Salesforce (CRM), PeopleSoft (ERP), and TouchNet (payment gateway). Design recommendations should account for user flows and interactions involving these systems.
72	Team Composition – Can you describe the in-house team that currently manages this web property — their roles, skills, number of people, and capacity for this project?	The UMGC team composition, capacity, and roles will be confirmed at project kickoff with the awarded vendor.

73	Funding & Budget – Has funding been secured for the full scope as outlined in the RFP, and are you able to share a target or range for the project budget? If a recommended solution includes licensed software (e.g., an AI-driven search platform), would those license fees be expected to come out of the project budget or handled separately?	UMGC has secured funding for the project scope as outlined in the RFP. At this stage, vendors are not required to provide pricing or budget details. If licensed software solutions are recommended, related costs can be discussed once pricing is requested.
74	Future Evolution – Looking beyond this initial project, do you expect the storefront to serve as a model for other UMGC digital properties, or is it intended to stand alone?	This question is not relevant for submitting a proposal for this project.
75	What internal team resources are being devoted to this project? What will they be responsible for as a part of this engagement?	Internal resources: ePMO (oversight), Marketing/Corporate Learning Solutions/Academic SMEs (inputs/approvals), IT (integration readiness).
76	Has an overall project budget range been established? Can you share that range?	Please see response to Question #23.
77	Are there budget constraints vendors should be aware of when proposing additional capabilities such as AI-powered search?	Please see response to Question #73.
78	Will UMGC allow near-shore or offshore resources as part of the delivery team, provided the project manager and technical lead are US-based?	Please see response to Question #61.
79	For the 50 pages included in the sitemap, can you clarify the expected mix of content types (e.g., program pages, category landing pages, marketing content, transactional pages)?	The specific mix of content types for the 50 sitemap pages will be determined during the information architecture (IA) phase. UMGC anticipates a combination of program pages, category or landing pages, marketing content, and transactional pages, but the exact breakdown will be developed collaboratively as part of the IA process.
80	How much flexibility is expected for the AEM component library? Should it anticipate reuse across multiple UMGC properties beyond the Workforce Development storefront?	Yes, componentry may eventually be used across all UMGC public facing marketing websites.
81	Can UMGC clarify how it anticipates AI-powered search will be used within the Workforce Development storefront? Specifically, should vendors propose approaches to AI-assisted search and recommendation functionality, or does UMGC have an existing or preferred vendor solution in mind for this capability?	Please see response to Question #67.
82	How do you envision your content strategy changing (if at all) with the new website? Are there any target audiences you feel you are currently not reaching or would like to expand?	Content strategy will be more fully established in the upcoming months as Workforce Pell requirements become more fully understood. That said, systems and designs should be flexible enough to allow for evolving marketplace needs. Target audience will largely include B2B, and eventually B2C.
83	What are the conversions that should be supported by the new user paths and design work? (e.g. form fill, click to another website, content engagement, etc.)	Key conversions include add-to-cart/enroll and employer interest. Specific KPIs and additional conversion goals will be discussed and agreed upon with the awarded vendor.
84	Are there existing design standards or a brand refresh in progress, or should the storefront define new guidelines to influence other UMGC digital properties?	UMGC has existing design standards in place. However, the new storefront presents an opportunity to help define and evolve these standards, which may influence other UMGC digital properties moving forward.
85	What volume and number of user groups (current students, prospective learners, employers) does UMGC expect to see represented in usability testing?	UMGC has not set a fixed volume or number of user groups for usability testing. UMGC expects vendors to propose a testing plan that includes both current and prospective learners, and optionally employers, to ensure key user segments are represented. Final participant numbers and segments will be determined collaboratively during project planning.
86	Can you elaborate on the relative scoring weight of criteria? Beyond accessibility, AI, and mobile responsiveness, are there other areas (e.g., speed to market, vendor higher ed experience, ability to scale across multiple properties) that will be emphasized in scoring?	Please refer to Section III. Article 2. Technical Evaluation Process and Article 4. Final Evaluation, Ranking, and Selection of the solicitation document.
87	Will cost be evaluated as fixed-price deliverables, time-and-materials, or a hybrid?	Please see response to Question #55.
88	Do you anticipate the need for data or field mapping between the current content model and a new content model as part of the redesign?	No.
89	Is UMGC requiring a Maryland-based firm, or can vendors based in Virginia also be considered?	Please see response to Question #61.

90	Will UMGC share existing research, analytics, or learner feedback, or should the vendor start fresh?	UMGC will share existing research, analytics, and feedback with the awarded vendor. However, the awarded vendor is expected to conduct discovery.
91	How many stakeholders should be involved in workshops, and at what level (executives, faculty, IT, etc.)?	Workshops will include a mix of executives, subject matter experts (SMEs), and IT representatives. Please plan for multi-disciplinary sessions; the final participant list will be confirmed at project kickoff.
92	Should personas cover only learners, or also staff, employers, and advisors?	Learners only.
93	Do the “50 webpages” include template variations, or only unique page types?	The “50 webpages” include both unique page types and template variations.
94	Is multi-language support needed? If yes, which languages?	No.
95	Should the new storefront strictly follow UMGC branding, or can it have its own identity?	Please see response to Question #68.
96	Will UMGC provide images/graphics, or is the vendor expected to create them?	UMGC will provide brand imagery and assets where available. The awarded vendor may be expected to create supplemental graphics as needed, within the scope of the design deliverables.
97	For AEM components, should deliverables be design docs only, or also code-ready specs?	Deliverables should be developer-ready (annotated/redlines/specs) for a clean handoff.
98	Is there a preferred prototyping tool, or can the vendor choose?	No preferred tool.
99	For usability testing, will UMGC provide participants, or should the vendor recruit them?	Please see response to Question #12.
100	Which assistive technologies should designs be tested against (JAWS, NVDA, VoiceOver, etc.)?	UMGC does not require specific assistive technologies for testing. Designs should meet WCAG 2.2 AA standards and be compatible with commonly used screen readers and tools such as JAWS, NVDA, and VoiceOver.
101	Beyond WCAG 2.2 AA, are there other standards to follow (Section 508, ADA, state policies)?	Yes. UMGC expects adherence to all relevant federal, state, and institutional accessibility requirements. In addition to WCAG 2.2 AA, the awarded vendor should ensure compliance with Section 508 of the Rehabilitation Act and the Americans with Disabilities Act (ADA). The awarded vendor must follow any applicable State of Maryland accessibility policies or guidelines.
102	What level of integration with systems (PeopleSoft, Salesforce, TouchNet, Conductor SEO) is expected—design only or technical integration too?	Design only.
103	Will UMGC provide sandbox/demo access to systems for validating flows and data?	Please see response to Question #9.
104	Should the vendor address AI-assisted search only in UX design, or also recommend specific tools/vendors?	Please see response to Question #67.
105	What types of materials or products will users be placing in the shopping cart (courses, digital resources, physical goods, services, etc.)?	Cart items include noncredit courses/programs (digital enrollment).
106	Should the vendor also provide SEO strategy/recommendations for the storefront, or only ensure SEO-friendly design and structure?	Ensure SEO-friendly design and structure.
107	Should delivery be phased (rolling sprints) or consolidated near the Feb 28, 2026 deadline?	Delivery should be iterative, with regular reviews and checkpoints throughout the project. All work must be completed by February 28, 2026.
108	What’s the expected format for check-ins (formal presentations vs. working sessions)?	UMGC expects a mix of working sessions and formal checkpoints.
109	How will UMGC handle schedule impacts if delays come from their side (feedback/resources)?	Please see response to Question #53.
110	Should the vendor provide post-handoff support (e.g., staff training, design system updates)?	Please see response to Question #54.
111	Should documentation be developer-ready (e.g., redlines, Zeplin exports), or just annotated designs?	UMGC requires design-ready documentation that is highly detailed and immediately usable by developers. This should include comprehensive specifications, redlines, exportable assets, and clear annotations to ensure a smooth and accurate handoff to the development team.
112	Is any lightweight front-end development (HTML/CSS, AEM templates) expected?	Lightweight front-end development is not expected in the scope of this project.
113	Should the vendor validate technical feasibility of designs with systems like Salesforce?	UMGC expects the awarded vendor to validate technical feasibility through workshops with UMGC IT/SMEs; no system configuration is expected.

114	The RFP states technical merit outweighs cost. Can UMGC provide more detail on the relative weighting (e.g., a rubric used to evaluate technical merit and approximate scoring ratio or point allocation) used in the evaluation?	Please see response to Question #86.
115	Will the oral presentation/discussion session result in an adjustment of technical scores, or will it be evaluated as a standalone scoring category?	Please see response to Question #86.
116	Several UMGC platforms are cited that design factors much consider. Will the vendor be given access to sandbox/test environments for Salesforce, PeopleSoft, and AEM during design validation?	Please see response to Question #9.
117	Does UMGC expect the vendor to configure within these platforms or only deliver design artifacts?	Configuration within platforms is not in scope for this project. UMGC expects the awarded vendor to deliver design artifacts.
118	The scope requires design deliverables to integrate with PeopleSoft, Salesforce, Adobe AEM, and TouchNet. Will the vendor be responsible for documenting integration specifications only, or also supporting data workflow mapping between these systems? It is unclear where the boundaries between UX design and technical design expectations end in the current RFP.	UMGC expects the awarded vendor to document integration specifications and user/data flows at a design level. The technical design and build will be handled by UMGC.
119	The EPMO, Marketing and Academic Stakeholders are listed as client POCs during the project but not a UMGC technical POC leading the eventual implementation work. Will the vendor have access to UMGC technical and data management POCs as it validates wireframe design against planned technologies site will be built on/integrate with?	Yes, UMGC technical/data POCs will be available via ePMO coordination during validation.
120	Will UMGC EPMO help coordinate scheduling and recruit faculty, employers, and learners for workshops as part of this effort?	Yes, ePMO will help coordinate scheduling and recruit faculty/employers/learners for workshops.
121	For learner personas, does UMGC expect vendors to recruit participants externally, or will UMGC provide access to learners/employers/faculty?	Please see response to Question #12.
122	Should user flow documentation extend beyond the learner journey to include administrative/technical workflows, or is UMGC only seeking learner-facing flows?	The focus is learner-facing flows. However, admin/technical workflows may be outlined at a high level if it informs UX.
123	The SOW states in section 5.5 several technical capability requirements such as program page customization and editability of content that suggest the site will ultimately be developed on a content management platform (headless CMS or otherwise). It is not entirely clear how the design scope of work / deliverables is supposed to account for technical implementation decisions like use of a CMS to enable non-technical staff to update content and images. Can UMGC clarify intent?	The intent is for UX deliverables to enable non-developer content authors to manage pages and components within Adobe AEM. The awarded vendor is responsible for defining patterns, specifications, and documentation that support content authoring and customization by non-technical staff. However, the awarded vendor is not expected to build or configure the CMS itself.
124	Since pricing is submitted only by shortlisted vendors, will UMGC provide an additional opportunity for vendors to submit clarification questions specifically related to pricing expectations, scope assumptions, or contract terms prior to the price proposal due date?	Please see response to Question #55. UMGC may respond to questions related to pricing expectations after the request for price proposals is issued.
125	In the evaluation criteria, "past performance" is listed as a key factor, with a preference for vendors that have successfully delivered similar UX projects. Can UMGC clarify how past performance will be weighted in the overall scoring? Specifically, is it treated as a bonus/added value category, or is it assigned a defined percentage or point value in the evaluation rubric?	Please see response to Question #86.
126	The PWS describes the Technical Lead as responsible for "technical solution architecture, integration, and oversight." Can UMGC clarify whether this role is expected to be strategic and advisory only, or if the vendor should anticipate hands-on configuration or development tasks within UMGC systems (e.g., PeopleSoft, Salesforce, AEM)?	UMGC expects the Technical Lead to be primarily strategic and advisory for solution architecture and integration oversight. UMGC does not expect the Technical Lead to perform hands-on configuration.

127	Will the Technical Lead's oversight responsibilities include participating in system-level testing/validation of integrations (e.g., ensuring design deliverables function as intended in AEM or Salesforce), or will that be handled by UMGC's internal technical teams?	Oversight may include participation in system-level validation discussions. System testing will be handled by UMGC implementation teams.
128	Should the Technical Lead also serve as the vendor's primary liaison with UMGC IT/security teams regarding compliance with FERPA, GLBA, and PCI requirements, or will those responsibilities remain with UMGC's internal leads?	The Technical Lead should liaise with UMGC IT/security. UMGC internal leads will retain compliance ownership.
129	The project timeline (November through February) overlaps with multiple holiday breaks, which are traditionally difficult periods to coordinate stakeholder workshops, reviews, and approvals in Higher Education. Can UMGC clarify whether the February 28, 2026 deadline is tied to a specific institutional driver (e.g., funding cycle, program launch, or board deadline)?	The deadline supports internal schedule drivers. Holiday impacts are mitigated by planned cadence.
130	Will UMGC assign a dedicated project liaison or provide other resources to help ensure timely access to stakeholders during the holiday periods, to prevent schedule backlogs caused by limited campus availability?	Yes. UMGC will assign a liaison (ePMO Project Manager) to ensure timely stakeholder access.
131	In the event that UMGC feedback or approvals are delayed due to holidays, will the timeline be adjusted accordingly, or does the vendor remain responsible for meeting the February completion date regardless?	Please see response to Question #53.
132	Are there any technology and software restrictions that we should be aware of?	Please refer to UMGC's solicitation document, including Addendum 1, for requirements.
133	Does the scope include student portal features like schedules or enrollment/purchase history, or only the marketplace?	No. The scope of this project is the public marketplace (browsing/search/enroll flows), not student portal features.
134	Is there an application or interview process to enroll in courses?	Application and/or interview flows are not specified. Typical noncredit purchase and checkout is assumed.
135	The RFP mentions that all designs need to follow WCAG 2.2 AA and work with assistive tech. Do you expect the agency to provide a formal accessibility report as part of our deliverables, or will your team handle the validation on your side?	UMGC expects the awarded firm to provide an accessibility report and testing evidence as part of QA. UMGC will also validate.
136	For analytics, are you only looking for reporting on site performance and user activity, or does that include marketing tools like retargeting or social media ad tracking?	On site performance and user activity.
137	Please explain the design approval process and workflow for this project.	Approval workflow: two UMGC review cycles per deliverable, then formal sign-off when acceptance criteria are met.
138	Will UMGC handle content creation, or will that be our responsibility?	Please see response to Question #29.
139	Should ideas for key features emerge during concepting, are you open to post-launch phases if the project fee and timeline cannot cover everything?	UMGC is not making a commitment to post-launch phases at this time. Any consideration of additional features or phases beyond the current project scope would be addressed separately, if needed.
140	Should we include post-launch maintenance and training in the project fee or will that be handled separately?	Please see response to Question #54.
141	We typically work in sprints throughout projects this size. This ensures continuous delivery, transparency and provides ability for quick pivots. Are you open to this methodology?	We use agile, 2-week sprints.
142	What CMS platforms is your team familiar with?	The CMS at UMGC is AEM. Teams work with Salesforce, PeopleSoft, and TouchNet.
143	What kind of communication will you have with prospective/interested students and enrolled students?	The specific communication strategies and channels for prospective, interested, and enrolled students are still to be determined.
144	Does this live under the main UMGC site, or separately on its own?	It is a subdomain that lives under UMGC's digital ecosystem (AEM), but as a distinct storefront experience.
145	Does UMGC have an existing formal product strategy or documented vision for the Workforce Development digital storefront (beyond what is in the RFP), and will those materials be shared with the selected vendor as part of kickoff?	Additional strategy and vision materials will be shared with the awarded vendor (if available).

146	What are UMGC's established business goals and success metrics for this storefront, and how should design outcomes be tied to these objectives (e.g., learner conversion rates, engagement metrics, employer participation)?	Please see response to Question #28.
147	Who at UMGC has final approval authority for design deliverables, user research outputs, and project milestones? Is decision responsibility centralized or shared between ePMO, Marketing, Academic, and Technology stakeholders?	Final approval authority will be designated at kickoff (coordinated by ePMO).
148	Could you clarify which UMGC departments, teams, or roles will be considered key stakeholders throughout this project? Specifically, who will participate in workshops, interviews, and feedback cycles?	Please see response to Question #72.
149	Who does UMGC consider as its largest competitors?	If necessary, this information will be shared/discussed with the awarded vendor.
150	Who will serve as the primary UMGC points of contact for day-to-day collaboration, formal reviews, and escalation of issues?	This information will be shared with the awarded vendor.
151	Are there additional external partners (employer sponsors or third-party credential providers) who should be engaged as stakeholders during design and user research phases?	This will be discussed and determined with the awarded vendor.
152	Is the vendor expected to only design the UX for AI-assisted search, or also recommend or implement specific AI tools?	Please see response to Question #67.
153	Will the awarded vendor be responsible for any technical integration with systems such as Salesforce, PeopleSoft, or TouchNet?	No, technical integration work is not in scope for this project.
154	Can UMGC provide additional detail on the intended proportion of e-commerce functionality versus learning content for the storefront? For example, is the marketplace purely for noncredit/workforce programs, or will there be other program types featured?	It is for noncredit/workforce offerings (e-commerce for courses/programs).
155	Can you clarify the expectations for "dynamic, filterable course listings"—specifically, which data sources will power real-time listings and filtering logic? Will vendors have access to API documentation or sample data structures?	Dynamic, filterable listings will be driven by UMGC's institutional systems, including PeopleSoft, Salesforce, and UMGC's CCMS with third-party provider feeds/APIs as applicable. UMGC will provide available API docs (when feasible).
156	Will UMGC assist in recruiting participants for learner-facing feedback sessions, or is the vendor responsible for recruitment and incentives?	Please see response to Question #27.
157	Will UMGC resources be available weekly from kickoff through February 28, 2026 completion, or are there anticipated school or holiday breaks we should account for?	UMGC resources will be available with planned weekly/biweekly cadence. Proposers should account for holiday closures in their project plan. UMGC observes the following holiday dates: November 27-28, 2025, December 25-31, 2025, January 1, 2026, and January 19, 2026.
158	What is the plan for technical implementation of the Workforce Development Marketplace after this project is completed?	UMGC internal development teams will be responsible for the implementation and delivery.
159	As described in the vendor Technical Lead role, it mentions "responsible for technical solution architecture, solution integration..." however the only "architecture map" deliverable is a digital sitemap. What is UMGC's vision for Technical (e.g., information architecture, integration) deliverables for this project?	Technical deliverables at design level: IA (sitemap, flows), component specs, and handoff documentation (no system architecture build).
160	Does UMGC leverage Adobe Commerce as needed for eCommerce functionality?	No.
161	How will these non-credit courses be delivered to learners?	Noncredit offerings are delivered through institutional systems post-enrollment. UX focuses on discovery through checkout.
162	Regarding integrating with PeopleSoft Campus Solutions 9.2, Salesforce, and TouchNet: Can you provide more details on the APIs or data exchange mechanisms for these systems?	This information, if needed and available, will be shared with the awarded vendor.

163	Is our understanding correct that the contractor's scope is limited to providing the UI/UX for the storefront using Adobe AEM components and does not include implementation in Adobe AEM?	Correct.
164	Will the Business Requirements Document (BRD) and technical documents be provided by UMGC?	Yes. BRD and other available technical docs will be provided, as available, to the awarded vendor.
165	Can you elaborate on the desired functionality for the AI-assisted search and how it should personalize recommendations for learners?	Please see response to Question #67.
166	What are the most significant pain points or challenges that UMGC currently faces with its non-credit offerings that this new storefront is designed to solve?	UMGC's previous non-credit storefront faced significant technical and functional challenges, which prevented it from gaining traction and serving users effectively. The new storefront is intended to address these issues by providing a comprehensive, modern digital storefront that offers a seamless user experience, including intuitive navigation, mobile responsiveness, and compliance with WCAG 2.2 accessibility standards.
167	The estimated scope includes up to 50 screen requirements. Does this count include individual device-specific screen variants (e.g., mobile, tablet, desktop)?	No.
168	The scope of work mentions a digital sitemap for up to 50 webpages and low-fidelity wireframes for up to 7 unique page types. Can you clarify what constitutes a unique page type versus a variation?	A "unique page type" refers to a distinct page template, such as a landing page or course detail page. Variations are individual pages that use these templates with different content.
169	Do you have existing user research, personas, or market data that we can leverage for the project, or will we need to conduct this research from scratch?	Please see the response to Question #90.
170	Given that the requirements are for a storefront UI/UX and a clickable interactive prototype, what is the expected scope of work for the Technical Lead and QA Lead?	The Technical Lead is expected to ensure that all UI/UX deliverables and the interactive prototype are feasible for implementation within Adobe AEM, taking into account UMGC's existing component library and technical constraints. The Technical Lead should also provide guidance on best practices for integration, scalability, and maintainability within the AEM environment. The QA Lead is responsible for validating that the deliverables meet all functional requirements, including compatibility with AEM, adherence to WCAG 2.2 accessibility standards, and overall usability and quality. The QA Lead should also ensure thorough testing of the prototype's interactive features and provide documentation of any issues or recommendations for improvement.
171	For the user feedback sessions, what is the target number of participants for each session, and what is the expected format (e.g., in-person or remote)?	UMGC does not have a set requirement for the number of participants or the format of user feedback sessions. Proposers are encouraged to propose an approach that aligns with best practices, which may include recommendations for participant numbers and whether sessions should be conducted in-person, remotely, or as a combination of both. Final details will be determined collaboratively during project planning.
172	Can the work of the services be done on a remote basis?	UMGC expects the awarded vendor to provide most of the services for this project remotely, during UMGC's standard business hours (Monday – Friday, 8am – 5pm ET). Limited on-site meetings/engagements may be required at UMGC's headquarters in Adelphi, MD.
173	Will the Oral Presentations/Discussion Session be held virtually or in person?	The Oral Presentations/Discussion Sessions will be held virtually via Zoom.
174	Is there an approved budget in place for this work?	See response to Question #23 and Question #73.
175	Can UMGC provide the budget for the project?	See response to Question #23.
176	Are there specific data protection requirements (HIPAA/FEDRAMP)?	UMGC expects awarded vendors to comply with the UMGC IT Security Policy and endorse UMGC's requirement to adhere to UMGC's Information Governance, Security and Technology policies. Please see Attachment B to Addendum #1 for UMGC's Security, Data Privacy, and Protection requirements.
177	Will there be a requirement for APIs?	No.
178	Does the agency expect in-person, virtual, or hybrid delivery models for this project?	Please see response to Question #172.

179	Is there an existing system?	Please refer to Section II. Scope of Work of the solicitation document.
180	Should the vendor develop from scratch?	No, vendors should not develop code from scratch. The requirement is to provide designs, prototypes, and specifications. New code may be proposed if it supports the requirements outlined in the RFP.
181	Are subcontractors allowed in this opportunity?	Yes.
182	The two examples for responsive design projects, platform accessible links, and case studies- do these need to come from the prime contractor only, or can examples from a subcontractor also be provided?	Please see response to Question #58.
183	Are subcontractor references allowed?	Please see response to Question #58.
184	Can the design and development team work remotely, or are personnel required to work onsite?	Please see response to Question #172.
185	Are personnel resumes and certifications required for proposal submission?	Please refer to Section III. Procurement Phases and Evaluation Process, Article 1. Technical Proposal Requirements for the technical proposal requirements.
186	Are references from subcontractors acceptable to fulfill the reference requirement?	Please see response to Question #58.
187	Should offerors provide hosting services?	No
188	Are there any preferred technology stack or CMS requirements?	UMGC's current site is on Adobe AEM CMS and we will utilize the same platform for this project.
189	Are there any incumbents?	No.
190	Could you please provide the budget cap for this project?	Please see response to Question #23.

Attachment B to Addendum 1 to UMGC RFP #92225
UMGC INFORMATION SECURITY, DATA PRIVACY AND PROTECTION
REQUIREMENTS

1. Security, Data Privacy, and Protection.

1.1. Definitions. In addition to the definitions ascribed elsewhere in this Contract, the terms below will have the following meanings when and if used in this Contract. These definitions are subject to change at the sole discretion of UMGC. Contractor shall be provided notice of any such changes as soon as practicable.

“Information” means any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual.

“Data” means element(s) of Information in the form of facts, such as numbers, words, names, or descriptions of things from which “understandable information” can be derived.

“Personally Identifiable Information (PII)” means an individual’s first name and last name, personal mark, or unique biometric or genetic print or image, in combination with one or more of the following data elements:

- A social security number;
- A driver's license number, state identification card number, or other individual identification number issued by a state government unit;
- A passport number or other identification number issued by the United States government;
- An Individual Taxpayer Identification Number; or
- A financial or other account number, a credit card number, or a debit card number that, in combination with any required security code, access code, or password, would permit access to an individual's account.

“Personal Information” means any Information relating to an identified or identifiable natural person, including but not limited to Personally Identifiable Information (PII). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

“Data Subject” means a natural person who is identified, or can be identified, by reference to their Personal Information.

“Processing/Processes/Processed” means any operation or set of operations which is performed on Information, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

“Processor” means the entity that Processes Personal Information on behalf of the Controller.

“Controller” means the entity that determines the purposes and means of the Processing of Personal Information.

1.2. Data Breach: Contractor shall report any confirmed or suspected breach of any UMGC Data to UMGC’s Computer Incident Response Team (CIRT) at CIRT@umgc.edu within seventy-two (72) hours of discovery or detection. Contractor shall cooperate with UMGC and take reasonable commercial steps in the investigation, mitigation, and remediation of each confirmed or potential breach.

1.3. Contractor shall comply with the IT Security Policy available at <https://www.umgc.edu/administration/policies-and-reporting/policies/info-governance-security-technology/information-security> and endorse UMGC’s requirement to adhere to UMGC’s Information Governance, Security and Technology policies (<https://www.umgc.edu/administration/policies-and-reporting/policies/info-governance-security-technology>). Contractor shall provide answers to questionnaires necessary for UMGC to assess risks, ensure data integrity, and determine the level of accessibility that must be maintained. Specific assessment items to include:

- a. Identification of security, privacy, legal, and other organizational requirements for recovery of institutional resources such as data, software, hardware, configurations, and licenses at the termination of the contract.
- b. Assessment of the contractor’s security and privacy controls.
- c. Including UMGC’s security and privacy requirements in the agreement.
- d. Periodic reassessment of contractor services provisioned to ensure all contract obligations are being met and to manage and mitigate risk.

1.4. Contractor shall establish and maintain:

- a. Industry standard technical and organizational measures to help to protect against accidental damage to, or destruction, loss, or alteration of the materials;
- b. Industry standard technical and organizational measures to help to protect against unauthorized access to the services and materials; and,
- c. Network and internet security procedures, protocols, security gateways and firewalls with respect to the services.

- 1.5. Contractor software and its components shall be equipped and/or designed with systems intended to prevent industry known system attacks (e.g., hacker and virus attacks) and unauthorized access to confidential information.
- 1.6. Contractor shall follow strong identity management characteristics and practices, requiring users to adhere to organizational usage, construction, and change requirements.
- 1.7. Contractor shall configure and maintain network to be suitably hardened against security threats and ensure adequate performance.
- 1.8. On an annual basis or as requested, Contractor shall promptly provide a Service Organization Control (SOC) 2 Type 2 report, or equivalent, ("Report") for all services and facilities from which the services are provided. It is Contractor's responsibility that such Report is provided under the terms and conditions of this Agreement without UMGC being required to agree to additional terms and conditions that may be applied by a third party. If a Report states that a facility has failed to materially satisfy one or more control objectives, Contractor will, as UMGC's sole remedy, use commercially reasonable efforts to cause the facility to materially satisfy all control objectives. If, despite Contractor's efforts, the facility cannot materially satisfy all relevant control objectives, Contractor will mitigate the issue in a commercially reasonable manner which may include the migration to an alternate facility which materially satisfies all control objectives.
- 1.9. UMGC or an appointed audit firm has the right to audit Contractor for the processing, transport, or storage of UMGC Data. Audits will be at UMGC's sole expense which includes operational charges by Contractor. In lieu of UMGC or its appointed audit firm performing their own audit, if Contractor has an external audit firm that performs a review, UMGC has the right to review the controls tested as well as the results and has the right to request additional controls to be added to the certified report for testing the controls that have an impact on its data.
- 1.10. Record Retention.
 - a. During the Term and for five (5) years thereafter, each party shall maintain accurate records and books of account relating to UMGC Data.
 - b. Deletion or Return of Data. Upon the expiration of the five years term mentioned in X.9.a., above, the Contractor shall, promptly upon the written request of UMGC: (a) return a complete copy of all UMGC Data to UMGC by secure file transfer in such format as is agreed by the parties; and (b) delete and procure the deletion of all other copies of UMGC Data processed by any contracted Processor.
 - c. Each party may retain Data as permitted by applicable law, as anonymized, aggregated data for internal purposes related to the improvement of services generally, and otherwise, each party may retain Data to the extent required by

applicable laws and only to the extent and for such period as required by applicable laws.

1.11. Data Subject Rights.

- a. Contractor shall implement commercially reasonable technical and organizational measures, insofar as this is reasonably possible, for the fulfilment of UMGC's obligations, as mutually agreed by the parties, to respond to requests by Data Subjects to exercise rights under any applicable laws.
- b. Contractor shall:
 - i. notify UMGC within twenty-four (24) hours at the designated email address (CIRT@umgc.edu) and/or phone number if Contractor receives a request from a Data Subject under any applicable law in respect of UMGC Data; and
 - ii. respond to that request as instructed by UMGC or as required by applicable laws to which Contractor is subject, in which case Contractor shall to the extent permitted by applicable laws inform UMGC of that legal requirement before it responds to the request.