



PROPOSAL FOR WEBSITE DESIGN AND DEVELOPMENT

Jefferson Parish Public School System

501 Manhattan Blvd
Harvey, Louisiana 70058

Submitted to: Tina Chong - 504.349.7970
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PROJECT SUMMARY & BACKGROUND

The Jefferson Parish Public School System requests a redesigned web presence developed using WordPress CMS (content management system). The existing web presence was developed a number of years ago in Ektron CMS. While the website has worked well, improvements to the look and feel, user interface, information architecture and usability of the CMS are desired.

The existing web presence at <http://www.jppss.k12.la.us> must stay in place until the new site is completed, and there are approximately 7000 email addresses on that domain. The website houses a large amount of content, a network of school and department websites, and many different types of media that must be migrated to the new web presence. JPPSS is also interested in reducing their current website hosting expenses if possible.

PROJECT GOALS

Goal 1: New Website Visual Design - Create a design language that is modern, complementary and distinctive.

The visual design for the main JPPSS website should be clean and uncluttered and should create a distinctive personality that complements the branding/logo of JPPSS. The visual design should communicate that JPPSS is up-to-date and forward-thinking.

Goal 2: Website Accessibility - Serve the needs of all constituencies and enable ease of use for all site visitors.

The site will be used by parents, students, JPPSS employees, the media and the general public. Information on the site needs to be reorganized so that it is easy to find by these different groups of end users. Making the site accessible, easy to understand, intuitive and easy to use is critical to the site's success. The site should be designed to be responsive (mobile-friendly) so that its display is optimized for the screen size or the particular device it is viewed on.

Goal 3: Central Website Administration - Create a network of individual school websites.

Each of the approximately 85 schools in the district should have their own website that can be customized for colors, school logo and photography. Individual school websites should include news postings that can feed into the main website as featured content.

Goal 4: Enhance Website Functionality – Add features that enhance the user experience and provide service.

Additional functionality that should be incorporated into the new website:

- Multiple featured news feeds on the front page of the site
- Social sharing and RSS feeds
- School search/locator and school mapping

Along with the added functionality, the following functionality of the current site should be retained:

- Language Translation
- Front Page Slider – modified to feature selected news postings
- School Menus
- Course Catalogs for High Schools



Goal 5: Easy Updating - Create a web presence that is easy to maintain by all levels of site administrators.

The site should be developed in WordPress, an easy-to-use content management system, and a fine level of access control to different areas of the website should be implemented. Unnecessary administration menus that clutter and confuse should be removed from the administration panel of users that have no need to access those menus.

Goal 6: Continuity - Keep the current website in place while the new website is being developed and migrate the existing content to the new website. Care must be taken to minimize downtime of the existing website while the new site is being developed, and a large amount of content of all data types should be migrated to the new website.

PROJECT RECOMMENDATIONS

To meet the goals outlined above, our recommendations for the JPPSS web presence are the following:

Visual Design – The website visual design will support the JPPSS branding and should be mobile-friendly.

A custom visual design that incorporates the current branding (logo and colors) will be developed to represent JPPSS on the web. The visual design will present a message of modernity and simplicity and will utilize a grid structure to facilitate a flexible, mobile-friendly design. The user experience and accessibility to information will inform the design and page layout. Pages will be uncluttered and fonts will be treated consistently throughout the site. The website will be coded in compliance with the most up to date web standards to insure accessibility and forward compatibility, and will be tested across all modern browsers to insure uniformity of display.

Three custom visual designs will be created as templates for use by each of the school groups – Elementary, Middle and High – and the visual design of each will reflect the ages and interests of their respective student groups. These design templates will be customizable for each school with the school colors, logo and photography. The information architecture and page layout will be consistent within each school group to provide visitors with a familiar interface across websites. The school designs will also be mobile-friendly. Creating a color-customizable template for use by all schools in each level will help insure a professional looking website for all schools regardless of the level of expertise of the school's website administrators.

Development - The website will be developed using WordPress Multisite.

WordPress is an easy-to-use open source publishing platform and content management system. It is a mature and stable product with a focus on user experience and web standards. WordPress powers 22% of all new websites and is currently the most popular CMS in use on the Internet, ***ensuring the ability for other developers to work on the site at a later date.***

WordPress Multisite allows for the creation of a network of sites from a single installation of WordPress. Each school will have a separate website which can be managed by that school's personnel. One or more "super administrator" level users will have the ability to manage elements of all school websites in the network. All school websites will open in a new browser window when linked to from the main website.

Information Architecture and User Experience – Reorganize the site information so it is easier to find.

A long, hard look at the organization of the information on the existing website should be undertaken. The information architecture will be revised to make it easier for each of the visitor constituencies to find the information they are looking for and to reduce the website footprint where possible. The user experience should drive the organization and presentation of the information on the site.

On the existing website individual departments have their own websites which is overkill for many of them. Departments should be organized into pages on the main website rather than individual websites because it's not



necessary for them to have their own branded experience. The information for each department should be refined and reorganized where possible. Subpages for departments with a lot of information can be created where necessary. Each department can also be set up with a category for its news postings that can feed into the front page of the main website.

A standard set of informational pages should be decided on for school websites in each of the three school groups (Elementary, Middle and High) and a starter site template will be set up for each. This is in addition to the custom design for each of the three school groups – the site templates will be used to actually create the sites and the custom design, page layout, information architecture and functionality will be elements of the templates. For example, the High Schools will have a course catalog which will require a separate record type that the Elementary and Middle Schools don't require. Standards should be put in place to allow each school to add or remove individual pages within certain guidelines. This will help prevent the individual school sites from becoming disorganized, cluttered and difficult to navigate.

Content Migration

An important consideration for the project is how the information from the old site will be migrated to the new site. The content migration is a consideration for the main website as well as for the individual school websites. Information cannot be exported from the Ektron CMS. Since no export of content is possible, an automated import of the current site content is also not possible. In line with a reorganization and refinement of the information architecture, individual page content should be reevaluated and not just copied to the new site. Manually transferring the current content presents an opportunity for a brutally honest reevaluation of what content should be migrated. KC Web Concepts will be responsible for migrating all page content to the new site. If content for a page is revised then the new page content should be provided by JPPSS to KC Web Concepts in Word format.

All of the postings on the site (Department News, Parent News, etc.) should be migrated to the new site so that a news archive can be preserved. The posting archives can be migrated over time and that migration wouldn't necessarily have to be completed before the new website is launched. JPPSS will be responsible for the migration of all postings to the new site. This migration of postings will present an opportunity for JPPSS to add additional news categories and/or search tags to the postings. Postings can be back dated.

A reevaluation of each school's website content should also be undertaken before migration. KC Web Concepts will fully structure each of the school websites and will have all necessary functionality in place. The sites will have all of their pages in place ready for content, will be color customized for each school and will include the school logo and photos where photos appear in the site visual design. Specific functionality like the course catalogs will be in place and categories will be in place for the catalog as well. Links to school social network pages will be added to the sites. Individual schools will be responsible for adding their existing or revised page content and media to the sites with guidance and training by KC Web Concepts.

New & Existing Website Features & Functionality

Front Page

The front page of the main website will feature a content slider set up to display featured postings from throughout the main site and/or from the school websites. Each posting in the slider will display an image from the featured posting, the posting title and an excerpt. The front page will also feature content blocks with news from each of the different constituencies – Departments, Schools, Students, Parents, Employees and Community.



Social Sharing and News Feeds

Site visitors will be able to share postings or pages from the main website as well as on the individual school websites. Links to the JPPSS Facebook, Twitter and Vimeo pages will be on all pages of the website. If schools have their own social pages, links to those can be added to their sites.

Visitors will be able to subscribe to RSS feeds across the entire site network. Feeds for individual posting categories will be available.

Language Translation

Google translation will be used for language translation on the website and will be available on all pages. A language picker widget in a consistent location across the site can be used, or alternatively, a small button can be added at the beginning of content on each page. In the case of the translation widget all words on the page including navigation menu items would be translated and in the case of the button, only the page content itself.

School Directory, School Search and School Locator

The school directory will allow site visitors to list all schools or list only Elementary, Middle or High schools. Clicking the name of the school in the directory will bring the visitor to the school page on the JPPSS main website. Visitors will also be able to search for schools by name. A map showing the location of all schools will be included on the directory. Clicking a school map marker will take the visitor to the school page on the website. School pages will have a link to the school website, school address and map, phone and principal name. Links to school websites will open in a new window.

A link to an existing school locator/transportation search can be found on the existing website and this link could be included on the new website. The link should be displayed more prominently on the new website. The application can be found here: <http://204.69.64.26/mlinkrp/Students/BasicTransBoundarySearch.aspx>. This search provides the visitor with the exact school for the address and grade level as well as a map of the location of the visitor address, the address of the school and the bus stop location. Unfortunately the map does not include street names, but a visitor to the JPPSS website could then go to the school page on the JPPSS website and see a Google map of the school's location.

Alternatively, a school locator that will allow the site visitor to enter an address and/or school group (Elementary, Middle or High) and location markers for schools nearby will appear on a Google Map. Markers could bring the visitor to the school page on the JPPSS main website. **Important note:** determining which school zone a particular address is in for Elementary, Middle and High schools is a much more complicated and data intensive functionality and is not included here. All polygons for school districts from the current maps would have to be entered as Google Map data and an algorithm would have to be written to determine which polygon (district) a given point (address) is in for the grade level selected. We recommend using the existing tool for locating schools rather than trying to recreate this functionality.

School Menus

Additional information is needed about how the menu information is currently maintained and updated. Is this information maintained in a separate system by food services and is it then imported and presented on the existing website? Or is the data completely managed and maintained on the existing website?

If the Horizon International Menu Planner and Nutritional Analysis Software is used, as is mentioned on the school menus page on the existing website, then it appears there are options for importing that data into the website. More information will be needed to provide JPPSS with an exact number of hours (and investment) to integrate that data into the website.



Course Catalogs for High Schools

Course catalogs will be set up to include prescribed categories for courses in each high school which can then be customized by the individual school. Course listing will include the course title, the course description and credits earned. Individual schools will be responsible for adding their courses to their course catalogs.

Domain and Email

The website will be developed on the domain jppss.k12.la.us or a new domain name still to be determined.

If the current domain is used there are additional considerations to insure continuity of the JPPSS web presence while the new site is being developed. In order for the existing website to stay in place while the new site is developed, the new site would have to be structured on a temporary development domain on the new hosting account and moved to the actual domain name once it is complete. Moving WordPress Multisite to a different domain name is a more complicated process than moving a standard WordPress installation.

Current email accounts are not hosted on the website hosting account so they will not be affected when the website is moved to new hosting. Changes to the mail records on the new hosting account should be made to reflect the hosting server for the email accounts.

Alternatively, the website could be developed on a new domain name. This option should be considered if changing the domain name is something JPPSS is considering in the future. Developing the site on a new domain could reduce the costs involved in developing the site as well as eliminate costs associated with moving the site to a new domain in the future. The costs to move a WordPress MultiSite installation in the future may not be insignificant. The new site could be developed on the new domain and the old site could remain in place until it is ready to go live. No move from a temporary development domain to the actual domain would be necessary; the old domain would simply be redirected to the new domain so that visitors would be routed to the new website if they went to the old website. Email accounts on the old domain would be unaffected. A plan for the migration of email accounts to a new domain could be undertaken at a later time.

Hosting Provider and Network Support

All hosting is not created equal when it comes to WordPress, and especially WordPress Multisite, so hosting with the proper environment, security and support for WordPress Multisite should be put in place for the new site.

Synthesis Web Hosting <http://websynthesis.com> is the hosting we recommend for the JPPSS website. Synthesis is Managed WordPress Hosting which means the servers are optimized for WordPress and the hosting support offers support for WordPress itself. Additionally, the JPPSS hosting plan would be optimized for WordPress Multisite. WordPress Multisite would be installed and the network of sites would be built out by Synthesis.

In addition, their hosting is optimized for the Genesis WordPress theme framework which is the framework that we use to develop all of our WordPress sites and which will be used to develop the JPPSS website. Genesis is one of the most widely-used and most highly-rated theme frameworks for WordPress. The Genesis theme framework is fully search engine optimized and was built to follow all WordPress security best practices, providing your website with state of the art security.

Synthesis has advised me that their Advanced Plan at \$147 per month would be the right fit for the JPPSS website network. They can also offer a custom support contract for an additional cost of \$500 per month. With custom support we will receive phone access to named support (a contact person), assurances above and beyond their "stated terms of service", they will work with us on multisite and even offer theme level support. In their words, "they will provide personalized support to ensure success."



Another feature available with Synthesis would be hosting the new site on their proxy server before going live which would allow the site to be developed on the existing domain name without the additional cost of moving the site when it's complete.

Training of JPPSS Personnel in the Website Administration

Ten hours of training in person or via online screen sharing/conference call software are included. Online group training sessions can be set up for all site administrators handling similar website administrative tasks to maximize the reach of the training time. For example, a large group of Elementary School site administrators could be scheduled during one online training session.

One way to minimize future requests for personnel training would be to add a subscription to a video training series that is installed as a part of the WordPress administration panel. The videos are immediately available to the users when they are in the administration panel and have questions. The cost of this service is separate from fees due KC Web Concepts and would be \$35 per month if a one year membership is purchased or \$79 per month if the subscription is month to month. The list of videos that would be available to the user can be seen here:

<http://premium.wpmudev.org/projects/category/videos/>

Future Website Support & Maintenance

Should you experience any issues with the website those issues will be resolved at no charge at any time in the future if those problems are due to coding errors on the part of KC Web Concepts. If issues arise with the website because of changes to code or website settings by a third party or any agent of JPPSS, KC Web Concepts will work to resolve those issues at a rate of \$80 per hour.

Future maintenance or enhancements to the site can be done on an hourly basis or fixed price basis. Synthesis hosting with a monthly support contract will eliminate the need for much of the maintenance that KC Web Concepts would normally recommend because much of that maintenance will be taken care of. They do nightly backups, WordPress and plugins can be automatically updated and if something goes wrong they will be able to correct the problem because they are not only experts in WordPress managed hosting but in WordPress itself, WordPress Multisite and the Genesis theme framework.

NOT INCLUDED IN THIS PROPOSAL

Copywriting, photography or scanning of photos or documents is not included.



DEVELOPMENT PROCESS & PROPOSED TIMELINE

Phase 1: Discovery, Research & Information Architecture

Weeks 1 - 4

We will meet with you to understand your immediate and future goals, priorities, project expectations, target audiences and desired design direction. The site map/architecture will be developed and an evaluation of the existing content on the site will be done. We'll provide a project plan that will include a detailed schedule to guide the project and proposed site architecture. Hosting plans will be evaluated on features and service and the best hosting plan for the site network will be determined. The project plan will be revised as necessary after review by JPPSS.

Phase 2: Website Visual Design Development

Weeks 5 - 8

- Round 1:* Initial website design concepts presented to JPPSS
(Main website design and three school level website designs)
Website design concept refinements by JPPSS
- Round 2:* Website design refinements presented to JPPSS
Website design refinements approved with corrections.
- Round 3:* Website design refinements to JPPSS
Website design refinements approved with corrections

All new website content and information needed in the development of the site is due at this time from JPPSS.

Phase 3: Development, Content Migration & Implementation

Weeks 9 - 14

Custom WordPress themes are developed for the main website and three school level website templates using the approved website designs. The website is developed on a development domain (or the new domain name) on the new hosting account. The website network is completely structured as described in the information architecture/site map. KC Web Concepts will add all new content to the website. KC Web Concepts and JPPS will collaborate on the manual migration of the existing content. All page content will be migrated by KC Web Concepts and all postings will be migrated by JPPSS. Page content that is revised will be provided by JPPSS to KC Web Concepts in Word format. Schools will migrate/revise their own website content with guidance from KC Web Concepts.

The website will be tested across multiple platforms and browsers. JPPSS will review the final website and refinements will be made based on user feedback.

User Training - Ten hours of user training will be provided in person or via online screen sharing with multiple users.

Phase 4: OPTIONAL - Changing the Domain Name of the Completed Website *OR* Moving the Completed Website ***Approximately 1-2 weeks***

This phase of the project will not be necessary if a new permanent domain name is used for the new website, and will not be necessary if Synthesis hosting is used as the web hosting for the new site.

Phase 5: OPTIONAL - Outcome Evaluation

Approximately 4-6 weeks

Determine website evaluation parameters, design website user survey, collect website user survey information.



OVERVIEW OF INVESTMENT

Discovery, Research & Information Architecture	80 hrs @ \$80/hr = \$6,400
Website Visual Design Development (Main + 3 School Level Designs)	100 hrs @ \$80/hr = \$8,000
Development & Implementation	80 hrs @ \$80/hr = \$6,400
Content Migration	40 hrs @ \$80/hr = \$3,200
User Training	10 hrs @ \$80/hr = \$800

Total Investment **\$24,800**

School menu system estimate (more info needed) \$1,000 - \$2,000

Optional Items

Domain name change or moving website	Estimate range \$1,000 - \$2,000
Outcome Evaluation	\$2,000

PAYMENT SCHEDULE

- \$5,500 to begin work
- \$5,500 when Phase 1 is complete (Discovery, Information Architecture)
- \$5,500 when Phase 2 is complete (Website Visual Design)
- \$8,300 when Phase 3 is complete (Website Development, Content Migration)

HOSTING FEES

Estimated fees for hosting with a monthly support contract for a personalized level of support would be approximately \$650 per month. Hosting without the personalized support would be between \$150 - \$300 per month.

NEXT STEPS

To proceed with this project, please take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Finalize and sign contract.
3. Submit initial payment.

Once these steps have been completed we will begin the project with a kick off meeting and begin preliminary project activities.



ABOUT KC WEB CONCEPTS

KC Web Concepts is a small web design and development company with an interest in serving the small business, non-profit and creative communities in the Greater New Orleans area. The company focus is on blending high quality design with a variety of open source web applications to provide clients with an excellent product at a reasonable cost.

The company was founded by Kathy Sautter in 2004, and has focused primarily on WordPress and Magento website development since 2007. Kathy is a native New Orleanian with a background in programming and degrees in Fine Arts and Mathematics.

Please see the portfolio page of the company website for samples of work.

Company website: <http://kcwebconcepts.com>

Portfolio: <http://kcwebconcepts.com/portfolio.html>

References:

Aaron Jackson, member 100 Black Men NOLA – dctono@gmail.com

Website: <http://100blackmennola.org>

Jennifer Shaw, Photographer – jen@jennifershaw.net

Websites: <http://hurricanestory.com> and <http://photonola.org>

Frank Rabalais, Tax Credit Consultant - frank.rabalais@crescentgrowthcapital.com

Website: <http://crescentgrowthcapital.com>

Beth Mabey, Event Planner - beth@pinnacle-nola.com

Website: <http://pinnacle-nola.com>

Additional references can be provided upon request.



TERMS AND CONDITIONS

Thank you for choosing KC Web Concepts to handle your website project. The following agreement specifies the terms and conditions of this project. Please review, sign and return with your first payment. Please keep a copy of this agreement for your records.

Jefferson Parish Public School System in this legal contract is referred to as the "client".

1. **Authorization.** The above-named client is engaging KC Web Concepts as an independent contractor for the specific purpose of developing and/or improving a website to be published on the client's account on a hosting service. The client authorizes KC Web Concepts with full access to the client's hosting account and any programs that are included as a part of that hosting account.
2. **Browser Compatibility.** Designing a website to fully work in multiple browser and browser versions and on multiple operating systems can require considerable extra effort. Testing will be done to insure that the website functions properly in multiple browsers and across operating systems and KC Web Concepts warrants that the website will work properly in the following browsers: Microsoft Internet Explorer, Firefox, Opera, Chrome and Safari.
3. **Scope of Work.** Please review the proposal for the project details, contractor services provided, client responsibilities and fees.
4. **Maintenance and Hourly Rate.** This agreement includes minor webpage maintenance and revisions for the first 30 days after completion. This includes updating links, making small changes to page copy or changing out a few photographs. Major changes to page design, copy or other page content is not included in this agreement. Major revisions will be billed at the hourly rate of \$80, or KC Web Concepts can quote a fixed price estimate for the revisions. There is no minimum charge per update and partial hours are accumulated.
5. **Changes to Submitted Text.** Please send us your finalized text. If repeated, major changes to client-submitted text are required after web pages are constructed, KC Web Concepts retains the option of billing that time at the hourly rate of \$80.
6. **Web Hosting.** The client is responsible for securing hosting with a company of their own choosing or a web host recommended by KC Web Concepts. The relationship between the web host and the client is independent of the relationship between KC Web Concepts and the client. The client is directly responsible to the web host for all fees associated with hosting.
7. **Payment.** Fees to KC Web Concepts are due and payable on the following schedule: approximately one fourth upon signing this contract, approximately one fourth when the information architecture is complete, approximately one fourth when the website design is approved and coding begins, and the final one fourth when the website is fully structured, all content has been incorporated, and the website has been completed as described. The client will only pay for services rendered if for some reason KC Web Concepts is unable to complete this project.
8. **Project Completion Time.** KC Web Concepts and the client must work together to complete the website project in a timely manner. We agree to work expeditiously to complete the project in the time period described in the Website Proposal. Upon signing this contract KC Web Concepts will complete all contracted work within 120 days, contingent upon the client providing KC Web Concepts with all text, photos and any other materials necessary for website completion within 60 days of signing this contract. If the client does not provide all content for the website within 120 days, KC Web Concepts retains the option to put the project on hold and assess a fee equal to 10% of the total project cost when the project is reinitiated.
9. **Copyrights and Trademarks.** The client represents to KC Web Concepts and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to KC Web Concepts for inclusion in the website are owned by the client, or that the client has permission from the rightful owner



to use each of these elements, and will hold harmless, protect, and defend KC Web Concepts from any claim or suit arising from the use of such elements furnished by the client.

In addition, KC Web Concepts represents to the client and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished by KC Web Concepts for inclusion in the website are owned by KC Web Concepts, or that KC Web Concepts has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend the client from any claim or suit arising from the use of such elements furnished by KC Web Concepts.

10. **Laws Affecting Electronic Commerce.** From time to time governments enact laws and levy taxes and tariffs affecting Internet electronic commerce. The client agrees that they are solely responsible for complying with such laws, taxes, and tariffs, and will hold harmless, protect, and defend KC Web Concepts and its subcontractors from any claim, suit, penalty, tax, or tariff arising from the client's exercise of Internet electronic commerce.
11. **Copyright to Website and Domain.** Copyright to the finished assembled work of the website produced by KC Web Concepts belongs solely and exclusively to the client upon final payment of this contract. KC Web Concepts retains the right to display graphics and other design elements as examples of work in its portfolio.
12. **Refund Policy.** The client may halt work and request a refund in writing within 30 days. Work completed will be billed at the hourly rate of \$80, and deducted from the initial payment, the balance of which will be returned to the client. If at the time of the request for a refund, work has been completed beyond the amount covered by the initial payment, the client shall be liable to pay for all work completed at the hourly rate of \$80, up to but not exceeding the original estimate for the project. The client only pays for work completed. Should KC Web Concepts be unable to complete the project for any reason, KC Web Concepts will provide the client with a list of work completed, a completion percentage and a list of work remaining to be completed.
13. **Client and Third Party Website Modifications.** KC Web Concepts is not responsible for any changes made to the website by any other party, or an authorized agent. Time to repair pages will be assessed at the hourly rate of \$80
14. **Sole Agreement.** The agreement contained herein constitutes the sole agreement between KC Web Concepts and the client regarding this website project. Any additional work not specified in this contract or the proposal must be authorized by a written change order.
15. **Summary.** Fees for the services described above in total are \$24,800.

ACCEPTED AND AGREED:

Agent for Jefferson Parish Public School System

Date

Kathy Sautter for KC Web Concepts

Date