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INTRODUCTION

There are many elements that contribute to a successful site design – style, content, navigation, technical infrastructure, user needs, and other considerations. However, based on our years of experiences with developing technology-supported environments, there is one element that that is rarely discussed which has the greatest impact on the effectiveness of your site.

We've found that communication is the crucial element of any successful process. Your site should offer communication opportunities that create and continue multi-channel conversations with your prospects and clients. To help you provide that environment, we offer an unrelenting commitment to supporting a continuous conversation with you about solutions that satisfy your needs, and the needs of your clients – your students, faculty, counselors, community, peers, and other partners.

You experienced our commitment to communication during the previous site review process. We began with a deep review of your current site(s) structure. Next, we created a prototype of our concepts and used that tool to expand our understanding of your environment during our on-site meeting. The results of those conversations were summarized and presented in our interactive "Initial Site Review" presentation.

We believe you share our focus on communication; the current RFP incorporates some of the suggestions and concepts from our previous discussions. With this proposal, our goal is to continue the conversations about ways we can work together to build an online environment that decreases your costs while increasing the effectiveness of your communications.

EXECUTIVE SUMMARY

Based on our review of your request, we've identified the following goals for your site.
1. Reinforce your message of quality, cost effective educational, corporate, and community services.
2. Support and promote your programs and services.
3. Increase your ability to connect, and communicate with diverse audience types - students, prospects, alumni, donors, staff, faculty, counselors, etc.
4. Decrease expenses and overhead while increasing services.
5. Increase your ability to adapt to changes in your industry and environment.
6. Support the ability of your site guests to locate they information they need, when they need it, the way they need it.
7. Conform to Web Content Accessibility Guidelines from W3C/WAI and Section 508 of the Rehabilitation Act Amendments of 1998.

To accomplish these goals, we will continuously cultivate a communication process that results in the achievement of your goals and objectives. At all stages of the development and implementation, we will work with you to determine the most effective and efficient blending of your resources and our resources to increase your ability to support the diverse needs of your clients.

We understand that your environment is constantly evolving. We have the resources to help you to build a site environment that is quick loading, easy to navigate, ADA compliant, easy to maintain, and built on a flexible, scaleable structure that supports your current requirements, and future growth.

STRUCTURE DETAILS

GENERAL

- *Jump List/Quick List* – Drop down list for quick access to all site links
- *Templates* – Main template with sub-templates for different sections, insures consistent presentation and increases ease of site maintenance.
- *Top Menus* –Consistent throughout site, initial recommendation would include Search, Contact Us, Jump List/Quick List, Home
- *Side Menus* – Specific to section
- *Footer* – Text based site links, location information
- *External links* – Open a new window
- *Browser Compatibility* – Netscape, Internet Explorer and Opera
- *Database* – MS Access , Version Undetermined
- *Dynamic Application Development -* ASP or Cold Fusion
- *Password Protected add/edit/delete Pages* – Online access to manage database content
- *ADA/Section 508 Compliance* – Verified through CAST-Bobby service (*http://bobby.watchfire.com/bobby/html/en/index.jsp*), reformat pages composed of a single "gif" image such as *http://hcclibrary.net/diverse3/* and *http://hcclibrary.net/rarebits/*
- *Meta Tags, Image Tags and Page Titles – C*hanged to reflect content and increase the quality of site searches
- *Content Management* – Managed through dynamic database interfaces, templates and (optional) workflow management applications

SECTIONS

HOME/INDEX

Will be a mix of static (links) and dynamic (current events) elements. Navigation still needs to be determined, potential links are listed below

Defined in RFP
- *Class Schedules and Catalog*
- *Admissions, Financial Aid & Advising*
- *Online Classes*
- *Academic Programs*
- *Business Institute and Lifelong Learning*
- *Employment Opportunities*
- *Request Information*
- *Contact Faculty and Staff*
- *HC Mitchell Library*
- *Events/Calendar*
- *Conference Center*
- *The Cougars*
- *In Jo Daviess County*
- *Foundation*
- *Site Map or Site Index*
- *Site Search* – Free from Google - http://services.google.com/googleuniv/login

Link only pages, services supplied by SCT Banner, content unknown at this time
- *Current Students*
- *Blackboard*
- *Faculty and Advisors*
- *Email Access*
- *Registration*

Content Management Process (cont)

Basic content management functionality is built into the way we develop our site structures. We've never developed a site that was so complex, or proprietary, that we were the only resource capable of managing it. These are some options that could be appropriate for your type of organization and site structure.

- *Organizational Process*
  - Determine a hierarchy of responsibility for the site as a whole, for each section, each database, each department, or by type of content.
  - Determine appropriate approval process for adding, deleting and editing content.
- *Dynamic Presentations* – Using databases to collect and present content offers several CM benefits
  - *Managing Content – Each data table will include password protected online content management pages.*
  - *Versioning* – This is an optional feature that can be programmed to save a copy of the original content when an edit is performed on that content, usually includes identification information from the login ID, system date/time of change
  - *Scheduling* – Each database entry can have an Start and End date and be displayed according to ranges using that information
  - *Approval* – For database elements that require an approval process, the database can be structured to prevent display of non-approved items, password protected online management pages can be developed to report items that are entered and waiting for approval.
  - *Personalization -*
- *Security* – This is not a single process, it's an integrated process of several functional resources
  - *Organizational Process -* Encourage employees not to put passwords on monitors or other easily accessible locations.
  - *File Access -* Depending on what hosting services are used, it is possible to protect individual directories or individual files from FTP (uploading/downloading files) access by setting individual password access.
  - *Database(s) -* Each table can have different login/passwords for editing/management access. Only the people authorized to manage that table will have access.
- *Versioning*
  - Products such as Macromedia's "Contribute" (less than $100) will save a pre-edit copy of edited pages. This level of product may offer only one level of rollback. There are also several other products available in the under $300.00 range.
  - Many HTML editing products, such as Dreamweaver, also offer a "Design Notes" feature. Changes to a page are captured by the program and saved in a "Notes" file for each page. Those files can be shared.
  - A database can be developed to track bug reports, approval to edit, type of edit and author of edit, etc.
- *Collaboration* – One of the biggest problems in allowing several people access to editing a page is the large potential for them to write over each other's changes.
  - A secondary domain can be used as a "testing" site; only a limited number of people are allowed to transfer approved pages from the "test" site to the "live" site.
  - Many WYSIWYG HTML editing products, such as Dreamweaver, offer a "check-out" function, when a page is listed as this status, only the person who "checked out" the page can upload changes.
  - Many HTML editing products, such as Dreamweaver, also offer a "Design Notes" feature. Changes to a page are captured by the program and saved in a "Notes" file for each page. Those files can be shared.
- *Formatting* – In addition to the use of templates and their ability to designate editable and non-editable areas, it's useful to develop a style guide that defines graphical specifications, site colors, fonts, etc.

PROJECT TIMELINE AND FEE STRUCTURE

ITERATIVE DEVELOPMENT PROCESS

Our development process is an ongoing cycle of …
- ➢ *Define* - Your present and future objectives
- ➢ *Design* - Solutions that achieve your objectives
- ➢ *Deliver* – Implement the solutions
- ➢ *Refine* – Gather feedback about readability, usability, accessibility, and functionality to guide the next level of development.

This approach helps us to uncover misunderstandings, clarify fuzzy issues, and create consensus at each stage of the cycle. It also allows us to rapidly respond to changes in your requirements, reduce costs, and align our efforts with your evolving strategic needs. You don't have to wait until the entire project is developed before you see the results of our combined efforts, you are involved in each stage as it is defined and developed.

PROJECT DETAIL

Our time and cost estimates are based on …
- ➢ Our current understanding of the project scope as presented in the "Web Site Outline – 2003 Re-Design"
- ➢ Elements contained in this proposal's "Defined in RFP"
- ➢ Highland Community College will supply content, graphics and current database examples

PROJECT TIMELINE

(Based on Project Time)
- ➢ *Weeks 1, 2 & 3* - Develop templates for 15 sections, determine site navigation, develop Home/Index page w/o Event database, define site color palette
- ➢ *Weeks 4 & 5* - "Classes" Database with password protected Edit/Delete/Change pages, multiple public Search pages, multiple public Results pages, develop import routine from existing data
- ➢ *Weeks 6, 7 & 8* - Develop approx 50 Static "Defined in RFP" pages
- ➢ *Weeks 9, 10 & 11* – "Faculty/Staff", "Event", "Division", and "Employment" databases with password protected Edit/Delete/Add/Change pages, public Search pages, public Results pages, develop import routines from existing data
- ➢ *Weeks 12 & 13* - Final documentation, site maintenance and site management training

PROJECT INVESTMENTS
- ➢ *Development Time* – 10 Weeks
- ➢ *Project Time* – 13 Weeks (Includes time for review, refinement, and approval of prototypes. Receiving content, graphics and sample database information. Meetings and discussions of site elements.)
- ➢ *Development Fees* - $18,500 - $21,300

HOSTING OPTIONS

FOUNDATION SECTION ONLY

Our recommendation is to include this section within your regular site. If you'd wish to have a separate domain and site for this section, the hosting fee would be around $30 a month. A separate domain name would be around $25.00 a year.