WARWICK PUBLIC SCHOOLS

PHILIP THORNTON, Ed. D
SUPERINTENDENT

ANTHONY FERRUCCI
EXECUTIVE DIRECTOR OF FINANACE & OPERATIONS

34 Warwick Lake Avenue
Warwick, Rhode Island 02889
TEL (401) 734-3030
FAX (401) 734-3036
TTY 1-800-745-5555

TO: Philip Thornton, Ed. D Superintendent
FROM: Anthony Ferrucci, Exe. Director of Finance & Operations
DATE: December 5, 2016
SUBJECT: Recommendation-Contract Award-Website Development & Implementation

Attached is a copy of Martin and Associates' proposal to develop a comprehensive Warwick Public Schools presence on the worldwide web by revamping the district, elementary and secondary schools' websites. The websites will be designed based on best current practices and meet all current accessibility guidelines. The magnitude of redesigning the school department's websites is substantial and will require 8 to 10 months of effort. It also anticipates the potential of having some work completed by the Warwick Public School's technology department. It is anticipated that the completion of the project will be September 2017. Given this timeline and uncertainty of how much work can be completed in-house, the proposed contract is set up as a not to exceed a fixed price.

Also attached is a Purchase Requisition from the Superintendent's office in the amount of $50,000, which represents the anticipated work to be completed by June 30, 2017. The balance of the proposed contract is to be determined by the Superintendent in July, 2017 based on work completed by WPS and the level of work needed in the summer of 2017.

After reviewing the documents provided and acknowledging that it is budgeted, I concur with the request and recommend that Warwick Public Schools award this contract for the 2016-2017 school year.

Company	Description	Contract
Martin & Associates	Fy2017 Website Development & Implementation, as proposed.	$50,000.00
	Fy2018 To Be Determined by the Superintendent	TBD
TOTAL AWARD: NOT TO EXCEED		$75,000.00

We are requesting that the School Committee consider awarding this contract at the next meeting scheduled for Tuesday, December 13, 2016.

At the meeting Mr. Justin Martin will be available to answer any questions as they may relate to this contract award recommendation.

Thank you.

Warwick Public Schools
Website Development Roadmap
November 2016

Prepared by

Martin&
ASSOCIATES

Justin Martin
Andy Brown
Dawn Miller

Contents

Warwick Public Schools' web properties will be developed in two phases. The school district's site and the elementary, middle and junior high school sites will be designed and built in Phase 1, beginning in September. The high school sites will be created in Phase 2, which will start at the beginning of February.

Phase 1 sites will be developed as their own websites, with their own subdomains, but launched to the public together in the early part of 2017. Phase 2 sites will also be developed on their own subdomains, with a tentative launch date at the end of May. Timelines are subject to timely responses to requests for school information, such as approvals, official logos, and official documents.

Design and content

Good web design is based in consistency and predictability of the experience, and that extends to design elements (including colors, logos, and photo quality) and content. Below each timeline will be a description of the types on content needed for each site. Some of this content will be pre-existing and other pieces to this puzzle will be developed in conjunction with the design. There are also specific elements that will be needed before each phase of the project begins.

Technology needs

In order to begin this project, certain technology components need to be addressed. These include hosting for the websites, set up of the subdomains, and installation of Wordpress software on each of these domains. In addition, Google Analytics will be set up on each site to track its success and inform ways to improve.

Subdomains

cedarhill.warwickschools.org	scott.warwickschools.org
francis.warwickschools.org	sherman.warwickschools.org
greenwood.warwickschools.org	warwickneck.warwickschools.org
holden.warwickschools.org	wickes.warwickschools.org
holliman.warwickschools.org	wyman.warwickschools.org
hoxsie.warwickschools.org	veterans.warwickschools.org
lippitt.warwickschools.org	winman.warwickschools.org
norwood.warwickschools.org	pilgrim.warwickschools.org
oaklandbeach.warwickschools.org	tollgate.warwickschools.org
park.warwickschools.org	drumrock.warwickschools.org
robertson.warwickschools.org	warwickcareertech.warwickschools.org

Phase 1

Warwick Public Schools District Site

Timeline beginning December 1, 2016

Week 1

Work with school technology team to install Wordpress in host environment for each subdomain

Week 2

Develop templates, written content, and gather photos and design elements.

Week 3

Develop written content, develop homepage and other pages and page structure within the website. Begin migrating content to site

Week 4

Migrate content and assembling pages

Week 5

Continue migrating content and assembling pages

Week 6

Test sites

Design and content elements

At start

- Colors – note, if these colors are district-wide, we will not need them defined for other schools
- District Logo
    - this can come at any point before the district site is launched
    - Needs to be Vector Graphic

During build

- Photos
    - Administration headshots
    - School committee headshots
    - Photos of front of schools
    - Photo of administration offices
    - Candid photos of students and teachers
- Graphics
- Page templates

- Homepage
- Bio page
- Department/contact page
- Content page

Content needed

- Administration bios – director level and above
- School committee bios
- District contact information
- School committee contact information
- Existing web content to migrate

Warwick Public Schools Elementary School Sites

Timeline begins February 1, 2016

Week 1

Develop templates for each site, written content, and gather photos and design elements

Week 2

Develop written content, develop homepage and pages and page structure within websites. Begin migrating content to site

Week 3-6

Migrate content and assembling pages

Week 7

Continue Migrating content and assembling pages. Test.

Design and content elements

Each elementary school will follow a similar structure with similar content.

At start

- Colors – note, if these colors are district-wide, we will not need them defined for other schools
- Logo
  - this can come at any point before the district site is launched
  - Needs to be Vector Graphic

During build

- Photos
  - Administration headshots
  - Photos of front of schools
  - Photos of important school rooms
    - Music room
    - Gymnasium
    - Cafeteria
    - Art room
    - Media Center
    - Outdoor areas
    - Classrooms
  - Candid photos of students and teachers
    - Technology use
    - Classroom teaching
    - STEM
    - Candids of unified arts
    - Existing photos
    - Outdoor activities
- Graphics (as necessary)
  - Icons
  - School specific graphics
- Page templates
  - Homepage
  - Bio page
  - Grade/Department/teacher contact page
  - Content page
- Content needed
  - Administration bios – principal, assistant principals, directors
  - School contact information
  - Description of school
  - Existing web content to migrate

Week 1

Develop templates for each site, written content, and gather photos and design elements

Week 2

Develop written content, develop homepage and pages and page structure within websites. Begin migrating content to site

Week 3

Develop written content, develop homepage and pages and page structure within websites. Begin migrating content to site

Week 4-9

Continue Migrating content and assembling pages

Week 10

Continue Migrating content and assembling pages. Test.

Design and content elements

Each junior high/middle school will follow a similar structure with similar content.

At start

- Colors – note, if these colors are district-wide, we will not need them defined for other schools
- Logo
  - this can come at any point before the district site is launched
  - Needs to be Vector Graphic

During build

- Photos
  - Administration headshots
  - Photos of front of schools
  - Photos of important school rooms
    - Performing arts facilities room (band room, stage, etc.)
    - Gymnasium
    - Cafeteria
    - Art room
    - Media Center

- - - Outdoor areas
      - Athletic fields
      - Classrooms
    - Candid photos of students and teachers
    - Technology use
    - Classroom teaching
    - STEM
    - Candids of unified arts
    - Existing photos
    - Athletic/sports teams
- Graphics (optional)
- Page templates
  - Homepage
  - Bio page
  - Grade/Department/teacher contact page
  - Activities/sports page
  - Content page
- Content needed
  - Administration bios – principal and assistant principals and directors
  - School contact information
  - Description of school
  - Existing web content to migrate

Phase 2
Warwick Public Schools High School Sites

Timeline begins July 1, 2017

Week 1

Develop templates for each site, written content, and gather photos and design elements

Week 2

Develop written content, develop homepage and pages and page structure within websites. Begin migrating content to site

Week 3

Develop written content, develop homepage and pages and page structure within websites. Begin migrating content to site

Week 4-9

Continue Migrating content and assembling pages

Week 10

Continue Migrating content and assembling pages. Test.

Design and content elements

Each high school will follow a similar structure with similar content.

At start

- Colors – note, if these colors are district-wide, we will not need them defined for other schools
- Logo – note, this can come at any point before the district site is launched

During build

- Photos
  - Administration headshots
  - Photos of front of schools
  - Photos of important school rooms
    - Performing arts facilities room (band room, stage, etc.)
    - Gymnasium
    - Cafeteria
    - Fine arts facilities
    - Media Center

- - Outdoor areas
  - Athletic fields
  - Additional facilities that sets school apart (video studios, automotive repair, etc.)
  - Classrooms
  - o Candid photos of students and teachers
    - Technology use
    - Classroom teaching
    - STEM
    - Candids of unified arts
    - Existing photos
    - Athletic/sports teams
- Graphics
- Page templates
  - Homepage
  - Bio page
  - Grade/Department/teacher contact page
  - Athletics/Activities page
  - Resources/links page
  - Content page
- Content needed
  - Administration bios – principal and assistant principals and directors (including individual contact info)
  - School contact information
  - Description of school
  - Existing web content to migrate

Website design and structure

Each type of site – district, elementary school, junior high/middle school, and high school – has its own unique requirements. Design will reflect the type of school, as will the elements of navigation, information, and content.

Below are the initial information/navigational hierarchies and beginning points for the design of each type of website based on that information. These are concepts only and may change during production.

District website

Homepage Elements

- Slide deck feed from blog/news with featured image
- News list
- Upcoming events
- Social Media Feed

Navigation/Information Hierarchy

About

- About the district
- Contact information
- Employment Opportunities
- Contact Information
- Directions

Administration

- Superintendent
  - Message from Superintendent
  - Superintendent bio
- Administrators contact info
  - Bios
- Staff individual contact info

Schools

- School pages – includes Photo, Physical Address, Phone, Email, Link to official school site

School Committee

- Members – includes Name, Contact info, Committee, Headshot, Link to bio

Calendar

- Google Calendar
- School Year calendar (graphic)

Departments

- Athletics
- Curriculum
- Health Services
- Student Services
- Technology
- Nutrition/Food Services
- Transportation

News

Elementary School Websites

Homepage Elements
- Image Carousel of candid school photos
- News list
- Upcoming events
- Social Media Feed or Parent Resource Quicklinks (shown)

Navigation/Information Hierarchy

About
- About the school

- Directions – Address and map
- Contact information
- School hours
- Administration
  - Principal
    - Message from principal – outlines mission of the school, educational philosophy
    - principal bio
  - Assistant Principal
    - Message from assistant principal
    - Assistant principal bio
  - Administrators and Staff individual contact info
    - Bios if desired
- Staff Directory
- Calendar
  a. Google Calendar
  b. School Year calendar (graphic)

Grades
- Individual pages for each grade
- Each page will have
  - photo of typical classroom in action
  - Description of grade and goals of that grade
  - Teacher contact information

Services
- Health Services
- Student Services
- Technology
- Nutrition/Food Services
- Lunch schedule
- Transportation
  - Bus schedules
  - Policies

Parent Resources

News

Junior High/Middle School Websites

Homepage Elements
- Slide deck feed from blog/news with featured image
- News list
- Upcoming events
- Social Media Feed - if the school does not have one, the district feed will be used
- Parent Resource Quicklinks

Navigation/Information Hierarchy

About
- About the school
- Contact information
  - Directions

- o   Address
- o   Map
- Directions (links to Contact Information)
- School hours
- Staff Directory
- Administration
  - o   Principal
    - Message from principal
    - principal bio
  - o   Assistant Principal
    - Message from assistant principal(s)
    - Assistant principal bio
  - o   Administrators and Staff individual contact info
    - Bios as needed
- Calendar
  - o   Google Calendar
  - o   School Year calendar (graphic)

Grades
- Individual pages for each grade
- Each page will have
  - o   photo of typical classroom in action
  - o   Description of grade and goals of that grade
  - o   Teacher contact information

Activities
- School Clubs
- Fine Arts
- Performing Arts
- Sports
  - o   Overall athletics landing page listing sports offered
  - o   Individual Sports Team pages

Services
- Health Services
- Student Services
- Technology
- Nutrition/Food Services
  - o   Lunch schedule
- Transportation
  - o   Bus schedules
  - o   Policies

Students & Parents
- Resources

- Policies and Handbooks
- Aspen login

News

High School Websites

Warwick High School
Logo

About   Departments   Sports   Arts   Activities   Services   Students & Parents   News

Historic Murals Photographed

New Bus Schedules

H.S. Girls Basket Ball Wins!

School Handbook Revisions

Drama Club Auditions March 3

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Upcoming Events

- Consectetur adipisicing elit
- Eiusmod tempor incididunt
- et dolore magna aliqua.
- Eiusmod incididunt ut labore
- et dolore magna aliqua.

News & Announcements

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- et dolore magna aliqua.
- Eiusmod incididunt ut labore
- et dolore magna aliqua.
- et dolore magna aliqua.

Social Feed

Recent Activity

Akil Maguro-Tester shared Adobe CQ Offers New Social Communities Capabilities.
about a week ago

Felix Baum shared Adobe Creative Cloud and Creative Suite 6 Launch - about a week ago

Flash Player | Adobe Flash Player 11 | Overview
26,879 people recommend this.

Adobe - Online events : Event Details
1,440 people recommend this.

Adobe Photoshop Elements 10
1,124 people recommend this.

Adobe - Online events : Event Details
3,550 people recommend this.

School Hours:

Monday – Friday   7:00am – 5:00pm
Saturday, Sunday   CLOSED

Contact us:

P: (111) 123-4567
F: (987) 654-3210
E: info@warwickschool.org

111 Main Street
Anywhere
RI 12345

Directions

Homepage Elements

- Slide deck feed from blog/news with featured image
- News list
- Upcoming events
- Social Media Feed

Navigation/Information Hierarchy

About
- About the school
- Contact information
  - Directions
  - Address
  - Map
- Directions (links to Contact Information)
- School hours
- Administration
  - Principal
    - Message from principal
    - principal bio
  - Assistant Principal(s)
    - Message from assistant principal
    - Assistant principal bio
  - Administrators and Staff individual contact info
    - Bios as needed
- Calendar
  - Google Calendar
  - School Year calendar (graphic)
- Staff Directory

Departments/Subjects
- Individual pages for each department
- Each page will have
  - photo of typical classroom in action
  - Description of department and class offerings
  - Teacher contact information and teacher page links

Activities
- School Clubs
- Events – list of prominent events throughout the year

Arts
- Fine Arts
- Performing Arts

Sports
- Overall athletics landing page listing sports offered
- Individual Sports Team Landing pages

Services
- Health Services
- Student Services
- Technology

- Nutrition/Food Services
  - Lunch schedule
- Transportation
  - Bus schedules
  - Student Parking
  - Policies

Students & Parents

- Resources
- Policies and Handbooks
- Aspen login

News

In summary

This comprehensive roadmap for revamping the Warwick Public Schools presence on the web will result in sites for each school that are flexible, engaging, and informative. By identifying much of needs ahead of time and outlining information hierarchies and immediate content needs, many of the challenges of a large scale deployment are mitigated.

Following this plan will result in websites that have information that is readily accessible to the public in an environment that is pleasing the eye and thoughtfully organized.

Anticipated cost:

It is anticipated that the buildout of an entire website for the Warwick Public Schools – and more than 3500 individual pages – will cost $65,000 to $75,000 over two budget cycles. This includes two high school websites, two junior high websites, 16 elementary school websites, and the district website.