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Website Redesign Support

West Chicago Elementary
School District 33

7.9.2024



01 | The CESO Communications Story •

CESO Communications is committed to “rethinking possible” in all we do. Our team includes school communication professionals from across the country who have a combined experience of more than 260 years, and all of our senior strategists have earned the Accredited in Public Relations (APR) designation. We understand the issues faced by schools and districts, and we have the experience to solve any issue. We combine our school expertise with a creative team of talented designers, marketers and strategists to create and deliver powerful solutions that solve problems and lead to impactful results.

We are colleagues with our clients, showing up for them with our sleeves rolled up, ready to think, work and act in their best interest. We tap our team’s creativity, expertise and experience as we partner with our clients, knowing that expertly implemented action founded in strategy can have a transformational impact.

02 | Scope of Work & Cost •

CESO Communications is proposing to continue to partner with West Chicago Elementary School District 33 to assist with the process of redesigning the district website. The scope of work is included below.

Baseline Assistance Package

The cost estimate for the Baseline Assistance Package includes time for weekly meetings with the district team and the CMS provider team to provide updates on work progress and to clarify assignments. In addition, the package includes:

Discovery Phase

Depending on the coordination of schedules, this phase typically can be completed in four to seven weeks. The following action steps are included in the **Discovery** phase:

- Conduct stakeholder survey to gain insight of current sites; survey results are then used to inform the navigation and design of the new site
- Review navigation, appearance and content of current district and school sites
- Review current website analytics
- Review district’s brand identity and messaging
- Develop overall project goals

Site Design & Navigation Phase

Depending on the coordination of schedules, this phase typically can be completed in three to six weeks. The following action steps will be included in the **Site Design and Navigation** phase:

- Develop user experience journeys for the new website, which will inform the navigation and homepage designs
- Design navigation for the new website



- Develop recommendations for design and functionality of the new website and work with the CMS provider to implement them
- Develop an overall messaging plan for the new website

Pre-launch Phase

Depending on the coordination of schedules, this phase typically can be completed in two to four weeks. The following action steps will be included in the **Pre-launch** phase:

- Conduct quality assurance review, which includes checking for broken links, ADA compliance, spelling, etc.
- Create pre-launch content for communication with stakeholders
- Develop user guides and messaging for key stakeholders

Content Migration & Page Optimization

Our team will develop a transfer log and assist in moving content from the current website to the new website and make sure the content is laid out in a way that is easy to read and uses the appropriate CMS tools. Our team will provide 30 hours of support for this part of the project.

COST - \$19,500

03 | Summary •

The CESO Communications team is excited at the possibility of continuing to work with West Chicago. We appreciate the opportunity to provide this proposal and have the chance to assist with your website design.

We are happy to discuss the details of the proposal and make any necessary adjustments. Let me know if you have any questions or need additional information. We look forward to hearing from you.

Sincerely,

Bob Noyed, APR

Vice President, CESO Communications

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