



***This document outlines the requirements – including resources, costs and timeline – to update and enhance the Nova Classical Academy website.***

**Project:** Nova Classical Academy Website Rehab

**Primary Contact(s):**

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**Organization Overview:** Nova Classical Academy (Nova) is a Charter School located in St. Paul serving students in grades K-12. The school was the first Minnesota charter school to focus on the classical model of education and continues this practice today. The school has enjoyed great success since opening in 2003, however the website is no longer supporting this success as it once did. There are a number of issues that are causing additional work and frustrations for school technology administrators, and the look and feel of the website is generally outdated.

This proposal recognizes the needs of Nova as being two-fold:

- 1) Immediately apply “hot fixes” and band-aids to the existing website to make administration easier and better support virtual learning for the 2020-21 school year.
- 2) Rebuild the Nova website using the existing content and employing updated front- and back-end features and functionality.

The following proposal outlines both phases of the proposed engagement.

## // ENGAGEMENT

### 1) Existing Website Support & Optimization

**COST:** \$100/hour

**TIMELINE:** Ongoing

**INCLUDES:**

- a. Update / stabilize environment (e.g. Wordpress core & plugin updates)
- b. Identify areas of opportunity (e.g. Calendar, Email sign-up etc.)
- c. Prioritize & execute updates
- d. Ongoing support as needed until new website launches

### 2) New Website Development

**COST:** \$6000 – \$7000 (dependent on final functional requirements)

**TIMELINE:** Launch around March 1, 2021

**PROCESS:**

a. **Requirements**

- i. Requirements discussions (1-2 video meetings) to lock in functionality
- ii. Update & confirm sitemap (junebird will make recommendations)
- iii. Collect content & imagery
- iv. Theme selection

b. **Build Out**

- i. Set up Wordpress; install theme
- ii. Customize theme & establish page layout
- iii. Implement page navigation & upload content
- iv. Install & configure plugins



- c. **Launch**
    - i. Testing & review
    - ii. Edits & revisions
    - iii. Training (see below)
    - iv. Launch
- 3) Training**  
**COST:** \$1000  
**TIMELINE:** Three weeks following formal launch  
**PROCESS:**
- a. Two (2) 1-hour training workshop sessions for up to two (2) trainees
    - i. Trainee(s) should be the same for both sessions and the individual(s) who will be managing the website going forward.
    - ii. Video conference with screensharing; recording optional
    - iii. Demo of website management & functional administration
  - b. Documentation (PDF & digital)
  - c. Ongoing support for 3 weeks after launch (paid support begins after 3 week period)

## // PROJECT REQUIREMENTS (NEW BUILD)

- 1) General & Logistics**
- a. Build a new website for Nova in the latest version of WordPress
  - b. Implement platform features consistent with modern browsing including:
    - i. Responsive design and cross-device compatibility (easily used on any device)
    - ii. SSL certificate
    - iii. Cookie notification
    - iv. Analytics tracking (via Google Analytics)
    - v. ADA requirements for accessibility
    - vi. Consistent backup schedule
  - c. Ensure future scalability to add new features, pages and sections
  - d. Ease of back-end management for admins including the ability to edit copy, manage documents, create events etc.
- 2) Design & Content**
- a. Create digital style guide utilizing existing color palettes and fonts choices
  - b. Visually convey the school's focus on Classical Education through intentional use of color, font and imagery
  - c. Implement intentional page layouts and "layer" content for better organization
  - d. Use visual cues to cue page flow and guide user experience (UX)
  - e. Organize content logically
  - f. Implement content with SEO in mind, aiming to rank organically for searches related to:
    - i. St. Paul school
    - ii. K-12 charter school
    - iii. Classical education/curriculum
    - iv. Minnesota charter school



### **3) Features & Functionality**

*Most functionality will be achieved by installing “plugins” which augment and enhance usability beyond core Wordpress functions.*

#### **a. Calendar / Events**

- i. Implement calendar functionality showing upcoming school events & activities
- ii. Real-time integration with existing Google Calendar
- iii. Allow administrators to easily create and manage events

#### **b. Documents**

- i. House downloadable materials including but not limited to:
  1. Board documents
  2. School policies & handbooks
  3. Information & notices
- ii. Allow admins to easily upload and manage content, and designate optional access permissions for each item
- iii. Implement ability to create “packets” of materials for single download

#### **c. Webforms**

- i. Public forms for general uses (e.g. Contact, Shadow Request etc.)
- ii. Ability to notify relevant parties via email when new form submission is received

#### **d. Email Sign-up**

- i. Allow families to subscribe to email through the website (MailChimp)
- ii. Unsubscribe functionality is included on individual email communications

#### **e. Restricted Content:**

- i. Access to restricted content will be managed using the “Password protected” content feature of Wordpress
- ii. Designated users will be given the page password for access

## **// LOGISTICS**

### **1) Domain**

- a. The new Nova website will be developed on a temporary URL but will use the same domain as the existing website once made live.
- b. Nova will be responsible for maintaining this domain through their current domain provider.
- c. Nova will either provide junebird creative with access to the domain registrar account for DNS management, or will work with junebird to make necessary DNS changes to launch the new website.

### **2) Hosting – \$30/month**

The new website will be hosted at WP Engine in an account owned and managed by junebird creative. This environment is optimized for Wordpress and allows for better scalability and easier upkeep. The following features are included in the monthly cost:

- |                                   |   |
|-----------------------------------|---|
| a. SSL certificate                | e. Three (3) environments per website (live, stage & development) |
| b. Content delivery network (CDN) | f. Optimized for speed  |
| c. Daily automatic backups        | g. And many other features  |
| d. Automatic plugin updates       |   |



## // COST SUMMARY

### 1) ITEMIZED COSTS

- a. Existing site management/ongoing support: \$100/hour
- b. New Website: \$6000 – \$7000
- c. Training: \$1000
- d. Plugins (costs are approximate):
  - i. Theme: \$60 (one time cost)
  - ii. Events Calendar Plugin: \$50 (renews annually)
  - iii. Misc. Events Calendar Extensions: \$30 ea. (renew annually)
  - iv. Gravity Forms Plugin: \$20 (renews annually)
  - v. WP Download Manager PRO: \$60 (renews annually)
- e. Monthly hosting: \$30/month

### 2) AGREEMENTS

- a. The total cost will not exceed the top end of the range without addressing scope creep and client permission to accrue additional hours.
- b. Out of scope work and post-launch support (after 3-week support period) will be billed separately from website work at a discounted (School/Non-profit) rate of \$100/hour.
- c. Additional charges may arise; such costs will be discussed with Nova before accruing.

## // TIMELINE

1. The project can begin upon the signing of this contract; dates will be set once project begins.
2. A tentative timeline of 10-14 weeks has been established for this project; actual length may vary based on various factors (e.g. holidays, school priorities etc.).
3. Milestones will be established fluidly throughout the project based on pace.
4. The client is responsible for delivering content as requested, reviewing work and giving approvals in a timely manner to help ensure adherence to schedule.
5. junebird creative is responsible for keeping the project on track, and delivering on milestones and communicated throughout the project .



**// ACCEPTANCE**

Signatures below indicate acceptance of the terms of service detailed above.

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Signature:

\_\_\_\_\_  
Signature:

\_\_\_\_\_  
Name:

Christine Hehre Tierney

\_\_\_\_\_  
Title:

Owner, Creative Director

\_\_\_\_\_  
Company/Organization:

junebird creative

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Date:

***The terms of this proposal are valid only for the project specified in the document header, and only until the “valid through” date also specified in the document header.***

*Process, timeline and costs are subject to change after this time.*

*If this proposal has not been executed before the “valid through” date and the client wishes to revisit the engagement detailed above after this time, a revised proposal may be issued.*