Wellsboro Area School District
Website Proposal

Introduction

Since 2006 Mr. Ed Weaver, owner of Circle W Sports, LLC in Wellsboro, PA, has been building, maintaining, and running websites geared towards high school athletics. While not an athletic project, we plan on bringing the same principles that have made our athletic websites successful and apply it to the Wellsboro Area School District.

In addition to our athletic background, Mr. Weaver worked for Schoolwires/Blackboard in State College, PA on their web administrative platform, Centricity 2, and helped develop the company's mobile app offerings used by school districts across the country. Mr. Weaver will bring his knowledge gained from running successful athletic website platforms, and standard K-12 educational platforms, along with general web knowledge, to the WASD website.

Strategy

We plan on revamping the WASD website in multiple facets to not only improve the speed of the website, but the organization and content of the website.

1. Website Speed

We will utilize a dedicated server (no other websites on the server) with unlimited bandwidth and storage space to provide super-fast access to all facets of the WASD website. By combining standard web practices in regard to images, both utilized in design and as part of content, the WASD website with run without issue 24/7.

We will also utilize industry-leading services to monitor and analyze traffic to our website to track visits, page views, time on site, etc. as well as look at which pages/sections need to be improved.

2. Organization

How a website is organized is the biggest factor in terms of how a website is used on a daily basis. Currently the WASD website is very poorly organized. It is very hard to find information and where you would logically think to look for something, it is not located there. This will be the biggest focus in this project. We will work to come up with an effective page organizational structure that will allow users, and search engines for that matter, help find our content quicker and easier, and build that into our design. Before any coding begins an effective organizational structure will be put in place with appropriate page titles developed to help improve search engine optimization (SEO).

3. Design

Design works hand-in-hand with organization in terms of the web. That being said, once the organization phase has ended the design phase will begin. This phase will be in two steps: the first

being a new website redesign, the second being native mobile apps for Android and iPhone users. All designs will be developed and built in-house.

A. Standard Design

All Circle W Sports designs use the ZURB Foundation framework to build responsive, cross-platform websites. This framework allows us to build one website, but target different operating systems (Windows, Mac OS), web browsers (Firefox, Chrome), and form factors (desktops/laptops, phones, tablets) to deliver tailored versions and content depending on which device you are viewing the website on.

This is the same platform all Wellsboro Athletic websites are built with.

We will also utilize the WordPress CMS to deliver our template, manage all of our content, write stories/announcements, etc. WordPress is an open source platform that will save us time and increase efficiency in delivering updates (news, school closings, general announcements, etc.), allow us to develop templates for each different function of the website (e.g. a news post or job announcement vs a teacher page), all while maintaining the overall look of the template (no blue Comic Sans font) and giving the WASD website the professional look it deserves.

As part of our main design we will be reaching out to local photographers to get access to any professional photographs of our campuses

B. Mobile Design

Just like with the main website, we will use an open source platform, Appcelerator and the Titanium framework, to build a cross-platform, native app that works on both Android and iPhone phones. This platform allows us to have a single code base but deploy different versions of the app, which saves time, money, and the need to know multiple programming languages.

This is the same platform that The Home Page Network uses for their mobile app.

The mobile app will contain a scaled-down version of the website, containing pertinent information (news, job postings, school calendar, etc.) in an easy-to-use and easy-to-find format that fits right in the user's hand. The mobile app will also have the capability to send "push notifications" to the user. Push notifications can range from recent news to school closings and delays.

4. Content

The thing that makes any website "come alive" is its content. In the web, content is king... it's the thing that keeps bringing visitors back to the website. Our goal for the WASD website is to include not only information about the district, but information about our teachers (who they are, what they teach, what's going on in the classroom), information about our students (activities, school happenings, etc.), information about our band and athletic teams (integrate data from WellsboroAthletics.com), school board, etc.

We will run this aspect of the website the same way we run the Wellsboro Athletic website: just as coaches are required to submit their team information and daily scores, all teachers, faculty, staff, etc. will have the chance to submit information about what is going on in their respective classrooms and clubs so we can promote them in house, and not have to rely on third parties to do so. This could also include conferences the teachers attended (and what they got out of it), fun and interesting things our students are doing (the new aviation curriculum), etc. This model has successfully worked for Wellsboro Athletics for the past 13 school years and has brought and increased awareness by our community, and those outside our community, to what is going on with our programs.

In addition to the stories, we will be asking for photos of the event, or will take the photos ourselves, to run in conjunction to the story. In doing our athletic stories for the last 13 years, we have found that by including a picture along with a story increases traffic 10-fold.

We also plan on asking outside media companies (e.g. The Home Page Network, Tioga Publishing, etc.) to use snippets of any stories they do on our events (board meetings, clubs/activities, athletics, etc.) to create a "WASD In The News" section of the website, then link off to each group's respective website for the full story.

All content wishing to make it to the WASD website will flow through me to maintain a consistent format.

5. Calendar

As it currently stands our calendar is overloaded with events making it hard to find information for the standard user. We will work to create a calendar that only shows information the public needs, not necessarily every athletic practice, meeting, etc. going on in the school, to provide a better experience and make it easier to find information.

6. Social Media

These days a school district's presence on Social Media is important. Our plan is simple, and it's the same plan we use on our Wellsboro Athletics websites. Each story we write, we post the link (and picture if available) to social media with a link to drive traffic back to the website. We will be targeting Facebook and Twitter as our two (2) major Social Media platforms.

Social Media posting will also work hand-in-hand with our push notification system for mobile, all stories, announcements, etc. will be posted to both Facebook and Twitter in addition to being "pushed" to everyone's phone that has our mobile app.

Timeline

The timeline for the new WASD website project will be 5 months to create the new organizational structure, design, build, transfer content, and then transfer the current domain over to the new server setup. The new project will be designed and built, in-house, locally then when we're ready to "go live" we will transfer everything up to the new server, with target launch date of July 1, 2020.

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Website Bid

Build Phase

Timeline: February-June (5 months)
Price: $5,000 due to start work
Work Performed:
- New server setup
- Develop organizational structure for new website
- Create new website design using current web standards to boost performance and search engine optimization (SEO)
- Transfer content from old system to new system, modifying content to fit new template, and updating information
- Begin design of Android and iPhone apps

Regular/Maintenance Phase

Timeline: July 1-June 30 (yearly)
Price: $10,000 beginning July 1 and recurring each year (includes web hosting and work performed)
Work Performed:
- Daily website maintenance
- Event/job postings
- News stories promoting WASD students, teachers, club, athletics, etc.
- Promoting events in and around the schools and district
- Posting to Social Media (Facebook, Twitter, app push notifications); creating unified events directly associated with the school district's accounts (not individual teachers)
- Integration of third-party data/news stories about our district (WellsboroAthletics.com, Home Page, Tioga Publishing, etc.)