Board of Regents, State of Iowa

Customized Theme Website Proposal

Executive Summary

The Board of Regents, an agency of the State of Iowa, is the governing body of the State University of Iowa at Iowa City, Iowa State University of Science and Technology at Ames, and the University of Northern Iowa at Cedar Falls. The redesign of their website will focus on improving access to online Board information, with a look and feel that is consistent with the Board's branded style and graphic elements. The website will be fully responsive and Section 508 compliant. It's essential that the Board of Regents offers a professional, responsive website experience on desktop, tablet and mobile devices. Furthermore, the new site should be easy to maintain and update by the Board of Regents' website staff.

To meet these needs, Fusionfarm recommends the selection, customization and launch of a third-party theme. Fusionfarm will offer design input and functionality research to look for a theme that is responsive and meets the personality and brand expression needs of the Board of Regents.

The following proposal will show how Fusionfarm is the right fit to help achieve these goals through the design and development of a new website. The outline of the proposal will be as follows:

1) About Fusionfarm
2) Website features
3) Why Fusionfarm is the right fit for this website project
4) Examples of our work

About Fusionfarm

History

Fusionfarm is a full-service advertising agency with a digital focus, offering an entire suite of marketing and creative services including website design and development services. Emerging out of The Gazette Company's media entity as an independent agency in 2012, we have gained notoriety and clients local, regional and national in scope. Currently, our offices in downtown Cedar Rapids houses about 30 people of varying disciplines. With the stability of The Gazette Company as our parent company, sensible growth strategies that provide long-term success are in place for Fusionfarm as we wish to remain a local agency but acquire more regional and national clients.

Organization and Services
Fusionfarm has a mix of developers, art directors, project managers and digital specialists. The varying disciplines that we employee allow us to provide solutions for our clients through a range of services including:
- o Website Design and Development
- o Content Marketing
- o Search Engine Optimization
- o Search Engine Marketing
- o Social Media Marketing and Management
- o Email Marketing
- o Digital Analytics
- o Branding
- o Campaign Development
- o Video
- o Print Collateral

Promise and Underlying Philosophy
Our goal is to not just influence but to inspire customers to engage with our clients' brands and embark on long-term, mutually beneficial brand relationships.

Quality brand relationships are achieved only through deep understanding. We strive for an intuitive understanding of our client's problem, their business and industry and their customers. To do that, we employ a simple 3-step equation of research – strategy – execution. This assures that every website, marketing strategy and creative asset we develop is effective in reaching our clients' goals.

Relevant Experience in Higher Education
Effective marketing and creative messaging makes for happy clients and happy clients make us very happy indeed. Our digital marketing and website design and development are of particular note as our experience runs deep with numerous higher education clients including:
- o Clarke University (Digital marketing)
- o Mount Mercy University (Video creation)
- o University of Northern Iowa (Digital marketing)
- o Coe College (Digital and print)
- o University of Iowa (Print)

Furthermore, key employees that will be working on your project have dozens of years of experience in the higher education and non-profit industries. This gives Fusionfarm insight into the unique challenges that colleges face and the frustrations that internal and external audiences experience.

We also have experience in a plethora of other industries that we can use to bring a fresh perspective to the higher education industry. Here is a sampling of some other relevant websites we have built:
- o Amana Colonies Convention and Visitors Bureau (www.amanacolonies.com)
- o The Englert Theatre (www.englert.org)
- o New Pioneer Food Co-op (www.newpi.coop)
- o RSH Legal (www.rshlegal.com)
- o Homeland Energy Solutions: (www.homelandenergysolutions.com)
- o SDTimes: (http://sdtimes.com)
- o Dwell Home Furnishings & Interior Design (www.dwellhomefurnishings.com)

Termination of Services

The following are a list of clients that have clients that have terminated services with Fusionfarm and the reason why.

- o Spielman's Event Services: Spielman's left Fusionfarm due to price. However, after six (6) months of working with another agency, Spielman's returned to Fusionfarm because they realized that although our prices were greater, so was our value.
- o Advantage Companies: The business expected Fusionfarm to work in isolation and was not willing to put in the effort to collaborate throughout the process. Since Fusionfarm values collaboration and Advantage Companies was not willing to get more involved, both parties agreed to terminate the digital marketing contract.
- o Transamerica: Three months into our contract with Transamerica, the company made companywide cuts that meant the termination of services with any vendors brought on in the past six months. Transamerica was very happy with the work that Fusionfarm provided during that period.

Other Relevant Information

Fusionfarm has converted, built and launched over 100 websites on multiple platforms with the majority on WordPress. The majority of these website projects require the migration and conversion of websites from one platform to another. In each project, in addition to converting the site, we have leveraged our **award winning designers, over twenty years in combined WordPress experience** and expertise in user experience and creating sites for a mobile experience. Furthermore, as technology changes, our team regularly attends training, cross-trains with peers, and uses Agile Project Management processes to iterate and adapt rapidly.

Diverse Industry Experience

We have experience in many industries with a focus on delivering results for our clients in higher education.

In the end, we believe that Fusionfarm is a great fit for your project. Our design team will find an out-of-the-box design, not influenced by previous design work in the industry, which will differentiate you from the competition. And our developers will provide your website staff with a website that can be easily updated and maintained.

Lastly, and most importantly, the site will be built with your visitors' and your goals in mind so that your site succeeds in exceeding the Board of Regents' objectives.

We would welcome the opportunity to work with you on this project.

Please see the end of this proposal for specific success stories and references of websites we have redesigned and built.

Customized Theme Website Features

The following section will outline the major pieces of the proposed website.

Features Overview
WordPress CMS System
Admin panel which allows easy maintenance and quick updates
Responsive
Matches your brand's look and feel
10 stock photos, images and/or icons
Content Transfer
SEO Touch
Training
Automated monthly Google Analytics reports
Analytics Review after site launch

WordPress Content Management System

Fusionfarm recommends WordPress for the new the Board of Regents' website, which will allow staff members to easily update and maintain the site. WordPress is a flexible content management system that uses open source code, which draws on the collective input of millions of users and developers. As the largest of its kind and ease of use for developers, Fusionfarm recommends this platform to the Board of Regents who wishes to use and interact with their website on a regular basis. WordPress will allow the Board of Regents' staff and website admins to easily update and maintain the site.

Easily maintainable

The Board of Regents will be able to easily add new content to the website such as new events and meeting dates, news articles, press releases, agenda items and minutes, and so forth.

Responsive Design

Fusionfarm will design and build the new site so that all pages have the same great experience on not only the desktop but also smartphones and tablets. To ensure a great user experience on the mobile version of the site, Fusionfarm will put as much emphasis on mobile as desktop as soon as the process starts. Here is an example of a site we built for The Englert Theatre on both desktop and mobile:

NOTE: Third-party integration pieces are not covered

Device and Browser Testing

Fusionfarm's website developers perform device testing, including multiple mobile, tablet and desktop screen sizes, and cross-browser testing on all pages of the website before the site is launched. Such browsers include Chrome, Internet Explorer, Firefox and Safari.

508 Web Accessibility

Your website will be built to meet U.S. Government ADA requirements as well as W3C accessibility standards. We will also conduct 508 testing to ensure compatibility.

Matches your brand's look and feel

Fusionfarm will update the theme to match your brand's look and feel to provide your potential and current customers with consistent branding across your entire brand universe.

10 stock photos, images and/or icons

Fusionfarm will choose up to 10 stock photos, images and/or icons to customize your site for your customers.

Content Transfer

We will transfer the content from your current site that you would like to reuse on your new site.

SEO Touch

As we build your website, we will also update certain areas of your site that have an impact on your search rankings. This includes:

- Creating Google Analytics and Webmaster accounts (if not already created)
- Creating and submitting XML sitemap
- Writing meta descriptions and title tags for 5 pages
- Allowing search engines to find site pages by editing the *No index, No Follow* in WordPress
- Setting up 301 redirects
- Fixing broken links

Training and custom training documents

A Fusionfarm website specialist will create a custom training program for your team that will show you how to update and maintain your site. Your training session will last two hours and your website specialist will leave behind a customized training document specific to your site that you can reference to make changes and updates to your site moving forward.

Automated monthly GA reports

Once your site is pushed live, Fusionfarm will set up your Google Analytics so that you receive a monthly report in your email with your top-level website metrics. If you are interested in a more in-depth analysis of your site metrics, Fusionfarm also offers a monthly Google Analytics package.

Analytics Review ~30 days after site launch

Once your site is launched and your site has gathered sufficient traffic (approximately 30 days after site launch), a Fusionfarm Account Manager will present to you high-level website analytics about how your site and digital marketing is performing. This will include both acquisition data and website behavior data.

Individual Page Features

Below you'll find our draft recommendation for the site and information architecture; however, we will use your current website analytics, audience needs and our design best practices to present the final architecture at the end of Sprint 1.

- Homepage
    - Improved navigation and content architecture
    - Header with contact information
    - Search field
- Meetings (minimize, consolidate navigation for ease of use)
    - Events page would include current, upcoming and past events
    - Documents overview page
        - Agendas, current and past
        - Minutes
        - Reports
        - Annual reports
- Policy Manual
- Personnel Settlements (external link to page)
- Strategic Plan (suggest placing content on page rather than PDFs)

- Transparency
- FAQs
- Contact Us page
  - Easy to fill out contact form, address, phone number, google map

Other notes about your site

1. **Content**: the Board of Regents will provide all content including all photos, descriptions, logos, services and any other site content unless custom photography or content services are purchased.

2. **Development Revisions (1 Round)**
   a. Small changes based on customer feedback
   b. Batched into one round of revisions based on customer testing
   c. Development revisions must be allowed by the standard theme options

Website Responsive Theme Redesign Project Plan and Timeline (Approx. 10 Weeks)

To manage the project, the Fusionfarm website team will utilize the Agile Project Management method where deliverables for the project will be submitted in stages. This will give the Board of Regents staff the opportunity to provide feedback at critical stages before adjustments are more difficult and expensive, resulting in a less expensive yet higher quality website. Furthermore, you will be assigned a dedicated project manager who will be your primary contact throughout the website project. We anticipate the project will span approximately 10 weeks, split into two-week phases called Sprints.

At the end of each Sprint, the Board of Regents will need to approve each deliverable before the next Sprint can begin. Approvals can be provided in person during Sprint Review meetings, or via phone or email if additional time is needed to deliberate. Any delay in approvals can delay the project timeline.

The Board of Regents Website Project Plan and Timeline

Sprint	Approved Items	Deliverables	Milestone Completion Dates
Sprint 1 – Begins 2/8/16 Kickoff Meeting Selecting a Theme	Signed Contract	Theme Choice (2) Preliminary architecture document Client interview document from kickoff meeting	02/22/16
Sprint 2 Theme Configuration Information Architecture Audit	Approved theme choice	Theme configuration in process Finalize site/information architecture Present stock photos/icons/images	03/07/16
Sprint 3 Content Upload	Stock photo approval Client content (photos and copy)	Prototype review (85%)	03/21/16
Sprint 4 Go Live Post Live Support Training	Feedback and revisions/approval Any additional content needs	Finalize and Go Live Prep Fully completed website ready for launch Training documents	Go Live: Week of 04/04/16

* Please note that the site features for your new site are limited to the theme features of the chosen theme.

Ongoing Maintenance and Follow-up Projects Available for the Board of Regents' Website Project:
- o Website Hosting, Backup, Security and Maintenance
- o SEO Jumpstart Package

Website Hosting, Backup, Security and Maintenance

Fusionfarm Premium Hosting Solution
Your site will be hosted on Fusionfarm controlled servers. Fusionfarm will host your entire website including all application files, photos, images and documents. Video hosting is excluded and must be served by another provider.

Rate includes bandwidth limits up to 100GB monthly (shared). Additional bandwidth is available at additional cost. This package is our best defense to ensure your site is backed up and well-cared for. Our in-house technical support staff will make sure your investment is maintained properly.

Benefits of Fusionfarm Hosting Solution
- Rackspace Cloud Based Server with excellent streaming speeds
- 100 GB of bandwidth (shared with other Fusionfarm clients only)
- 100 gigabytes of storage
- 24/7/365 monitoring
- 99.5% Uptime
- Upgrades and management by a certified server specialist
- Redundant backups with granular recovery
- Provide complete monitoring of websites, web applications, web transactions and web services.
- Brute force prevention
- CMS integrity scanning
- Up to 4 hours development time per quarter*

   *Any additional site maintenance requested will incur regular service agreement fees of $125/hr

Security

We make WordPress as secure as possible for our clients when we install the platform and set up the hosting. Consider:

- o Fusionfarm offers secure hosting environment with backup and maintenance to thwart any hackers that try to compromise a website through vulnerabilities on the hosting platform.
- o Fusionfarm's maintenance plan updates the WordPress CMS and plugins as soon as updates are released.

Backup

Fusionfarm will back up your site on a monthly basis. Website backups will be stored by Fusionfarm for 60 days.

Scheduled Maintenance/Site Outages

Your project manager will notify you of any required downtime for website maintenance. For scheduled server maintenance, if interruption of services is potential you will be notified as soon as possible. During business hours (8am-5pm M-F), you may contact your project manager 319-368-8970 or our general service number 319-368-8959 for support. An on-call number will be provided to report downtime or other major user-impacting issues during non-business hours.

Domain Name Registration
Fusionfarm can handle the transfer of you domain name if you wish Fusionfarm to manage your domain.
If not, we will simply need access to your domain registrar in order to point your domain name to your website on our servers.

Hosting transfer conditions
Should the Board of Regents decide to terminate their hosting with Fusionfarm at any time, a minimal fee will be required to assist with the transfer of the website to a new hosting provider.

The client can choose one of the following options below:

1. $300 – Copy of Website files, database and deployment to chosen provider. Provider should provide a LAMP (Linux, Apache, MySql, Php) environment for proper hosting.
2. $75 – Copy of website files and database in gzip format provided to chosen provider.

SEO JumpStart Package
Premium SEO services performed prior to site launch.
Includes:
- Determine client's SEO goals, objectives, identify main products/services that should be focused on, how client is different than competitors, learn more about business model, customers, etc.
- Keyword research (identify up to 30 keyword phrases to focus on during the SEO campaign).
- Baseline keyword ranking report (based on current site and selected keywords)
- Review site structure for SEO best practices and make recommendations as needed
- Review Google Analytics baseline (if available)
- Onsite Content Optimization 20 pages
- Setup and Verifications on the major search engines
- Create and submit XML sitemap
- Optimize Photos/Images (Alt Tags) – Up to 20
- Meta Data Optimization (SEO Title & Description) 20 pages

Team

Joe Matar
Product Manager

Joe is a marketing and analytics professional with over 6 years of experience in inbound marketing, web analytics, websites and consumer insights. His excellent communication skills enhance his ability to translate desired insights and knowledge outcomes into actionable results.

Aaron Frerichs
Manager of Digital Production

Aaron has 20+ years combined coding experience and IT management, software development and web application development. Fluent in a long list of coding languages he leads the web application team to be nimble and execute those various languages as client needs drive.

Gale Smetana
SEO/SEM Specialist

Gale brings an effective combination of digital marketing to her role as an SEO/SEM specialist at Fusionfarm. Gale has a M.A. in Communications and has also freelanced as a web video producer, blogger and online content contributor.

Andrea Hall
Project Manager

Andrea brings five years of digital marketing experience to Fusionfarm including SEO, Social Media, Content Marketing and Project Management. She has a passion for quality web design and digital marketing.

# Previous website design experience:

Jones & Zirker Family Dentistry

Jones & Zirker Family Dentistry was in the process of moving to a brand new location and needed a website that presented them as a leader in the dental industry. Their new website is mobile friendly, clean and professional.

Timeline: 75 days

Why it's relevant for the Board of Regents: demonstrates the versatility of a themed website that can be designed to meet the needs of the client.

Dr. Darrick Zirker DDS
1041 Arthur Street, Iowa City, IA 52240
Direct 319-338-9219 | http://www.jonesandzirker.com
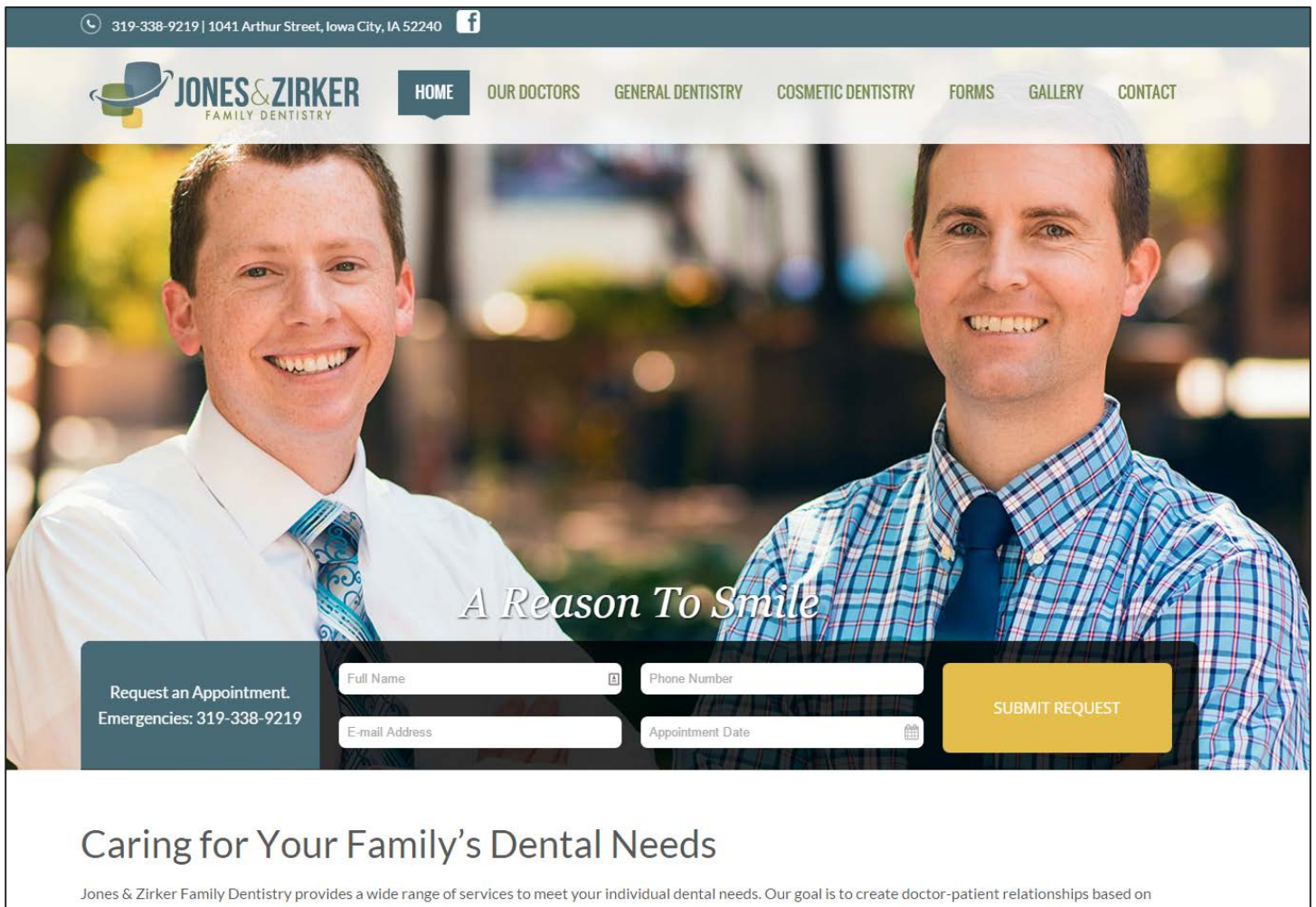
Harris Golf Cars Sales and Service

Harris Golf Cars' website was dark, not mobile friendly and outdated. Their new website was effectively a relaunch of their brand as a premier golf car network of dealers. Integrating with an inventory catalog, they can now offer online sales of their parts and feature their golf car inventory.

Why it's relevant for the Board of Regents: simple, effective design that showcases inventory with sorting and searching functionalities. Ability for staff members to easily update inventory items.

Steve Haldeman
Vice President, Harris Golf Cars
155 N. Crescent Ridge, Dubuque, IA 52003
Direct (563) 582-7390 | https://www.harrisgolfcars.com/
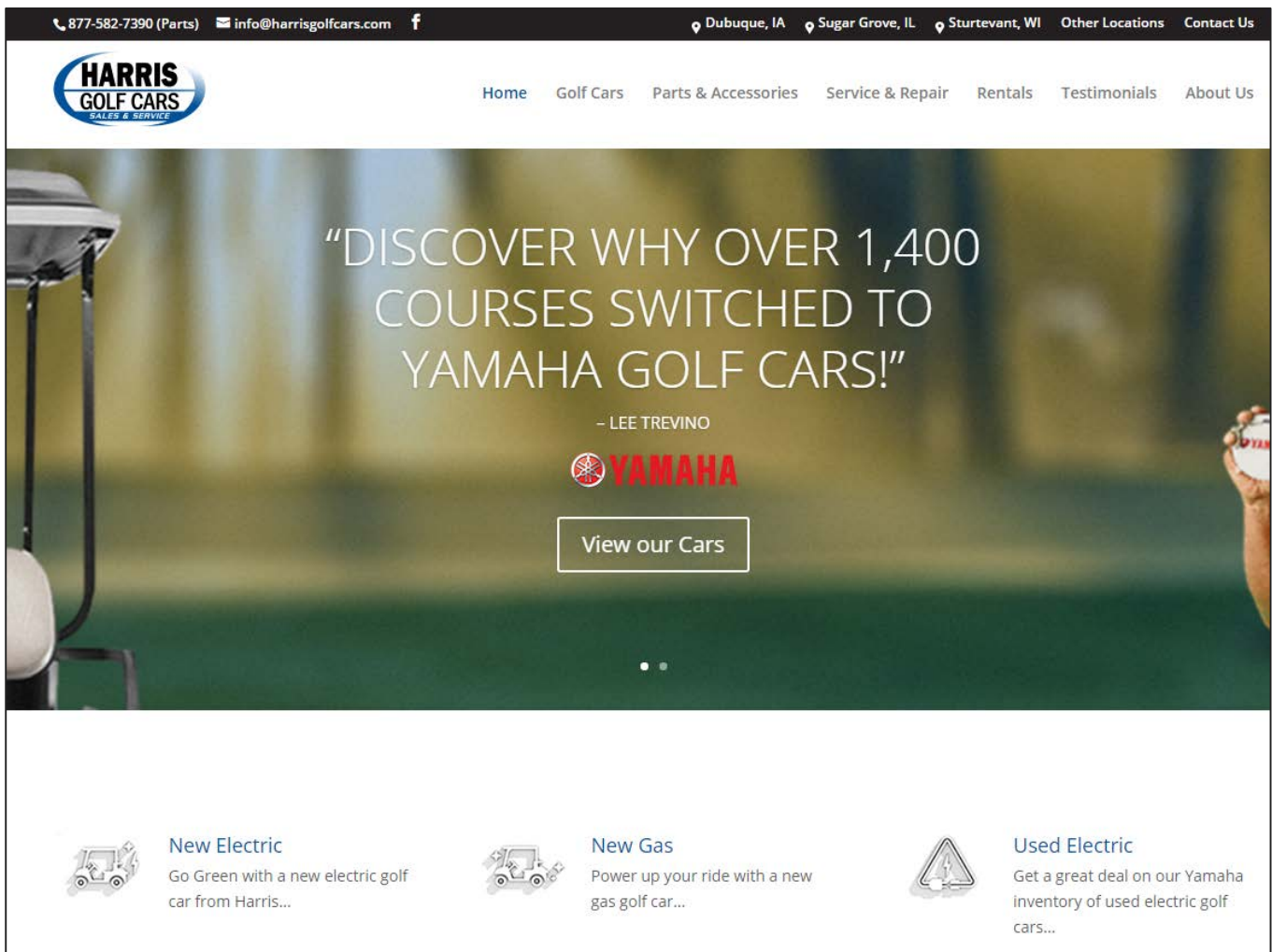
Main Contact for this Proposal
Andrea Hall
Fusionfarm
Website Project Manager
319-368-8971
andrea@fusionfarm.com

Secondary Contact
Joe Matar
Fusionfarm
Product Manager
319-368-8968
joe@fusionfarm.com

References:

Client Name	Contact Name	Email	Phone
Home Town Restyling	David Wilslef	DWilslef@hometownrestyling.com	319-378-1221
The Englert Theatre	Andre Perry	andre@englert.org	319-688-2653
Harris Golf Cars	Steve Halderman	shaldeman@harrisgolfcars.com	563-582-7390
Dwell Home Furnishings	John O'meara	john@dwellhomefurnishings.com	319-338-8909
Jones & Zirker Family Dentistry	Dr. Darrick Zirker	zirkerfam@gmail.com	319-338-9219

Proposal Acceptance
To proceed with the project as determined by the terms above, fill out (if necessary) and initial each approved service, Payment Terms selection, complete the Client's Authorized Representative signature form below and deliver to an authorized Fusionfarm representative.

Service	Price	Agreement (please initial your choices)
Website Theme Install	$8,675	
SEO Jumpstart	$1,500	
Premium Hosting	$95/month	

Website Payment Terms:
A) 100% Upon signature
B) 50% upon signature, 50% upon project completion
C) 33% upon signature, 33% on date of _____, 33% on date of _____

Initials A)_____ B)_____ C_____

Billing Address: _____   _____   _____
                                                    Street   City   Zip

Phone: _____ Email (Optional): _____

Client Authorized Representative:

Signature: _____

Name: _____

Title: _____

Date: _____, 20 _____

Fusionfarm's Authorized Representative:

Signature: _____

Name: _____

Title: _____

Date: _____, 20_____