

Catskill Hudson AHEC Web Redesign Proposal

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I. Proposed Development Platform: Drupal

CONTENT MANAGEMENT AND USABILITY

The following site redesign requirements for CHAHEC strongly suggest a move to a content management system (CMS) with integrated applications:

- **Distributed control to update and maintain the site internally, without HTML coding**
- **The capacity to add new pages without requiring site-wide menu and template changes**
- **The ability to revise content without losing original versions, facilitating rollback if needed**
- **Personalization of the display of the site, based on user profiles (for authenticated users) or portal choices (for anonymous users)**
- **Site content search with the ability to search PDFs or HTML**
- **An integrated event calendar and registration system**
- **An online store with shippable, downloadable and pay-per-view products**
- **Integrated subscription to mailing lists and custom home pages by user**

A mature content management system is **web-based** (so that editing can be done without downloading software) and **WYSIWYG** ("what you see is what you get" -the editable content area looks a word processor, not HTML code). An application development framework includes content management systems (like WordPress) and integrated modular software.

Many companies create their own application frameworks customized for particular industries (and charge a great deal for licenses). Their solutions are proprietary – you are stuck with them once you choose them. The ideal choice for a non-profit is an open-source third-party system, maintained by a broad community of developers who are solving the same problems and sharing each other's work and advice online. The two most popular open source content management systems with integrated applications are Drupal and Joomla. (Wordpress lacks integrated applications.)

Drupal's capacity for distributed content management (many different users, roles and permissions) and "Web 2.0" interactivity (blogs, articles, pages, FAQs, even tutorials and courses can all share content) makes it ideal for CHAHEC. With Drupal, CHAHEC could approach the same functionality of Mahec.org without the significant development expense. In the following proposal, each "Drupal

module” represents many hours of coding that have already been done, and are being maintained by a community of 50,000 developers. Game Face would merely configure them for CHAHEC’s use.

DRUPAL’S CONTENT MANAGEMENT ADVANTAGE

Like most Content Management Systems, Drupal provides a web-based environment for drafting, revising, and publishing HTML content using an embedded WYSIWYG editor like this one. The following is a screenshot of a Drupal page in “editing mode” – with the ability to choose the HTML title, tag the page with a glossary term (when someone clicks on that term elsewhere in the document, it will link to this page) and an editor to enter text and images with formatting.

Page title:

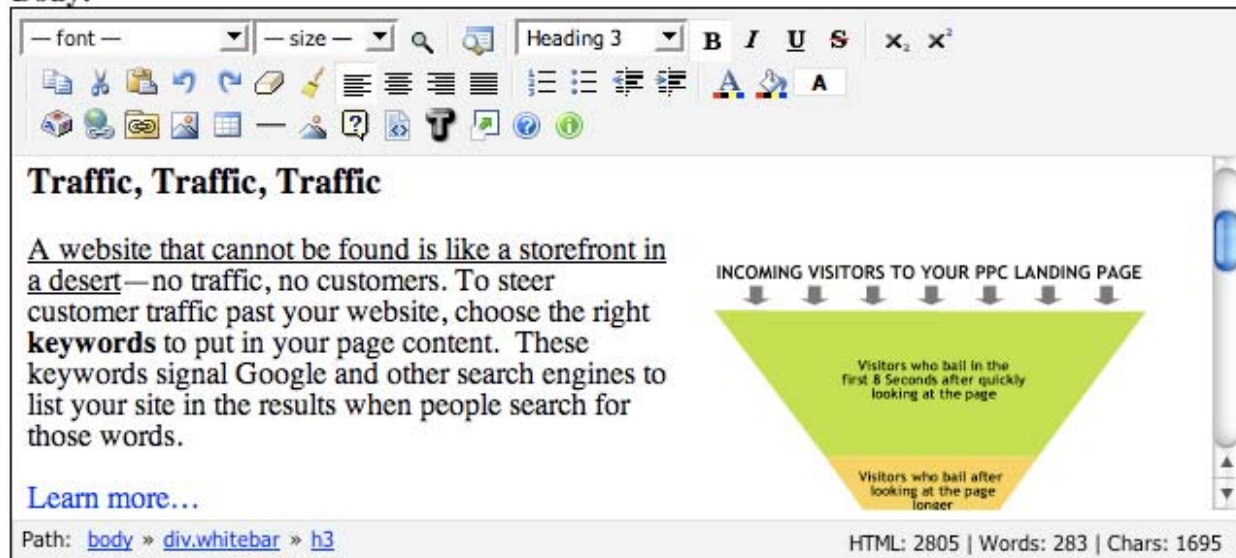
SEO or PPC? An Introduction

Optionally specify a different title to appear in the <title> tag of the page.

Glossary:

Search Engine Marketing

Body:



The screenshot shows the Drupal page editing interface. At the top is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), list creation, indentation, and other editing tools. Below the toolbar, the page content is displayed. The title is "SEO or PPC? An Introduction". The glossary term is "Search Engine Marketing". The main content area has a heading "Traffic, Traffic, Traffic" and a paragraph: "A website that cannot be found is like a storefront in a desert—no traffic, no customers. To steer customer traffic past your website, choose the right keywords to put in your page content. These keywords signal Google and other search engines to list your site in the results when people search for those words." Below the paragraph is a link "Learn more...". At the bottom of the editor, there is a path: "Path: body » div.whitebar » h3" and statistics: "HTML: 2805 | Words: 283 | Chars: 1695".

Drupal's Page Editing Screen

While some degree of formatting can be done here, the basic styles for the site (font type, leading, padding, colors, etc.) are controlled with a series of “Cascading Style Sheets” (CSS), just like with non-CMS sites. These are developed and edited based on the approved graphic design. Simple markup (bold, underline, italic, hyperlinks, Heading levels, bullets, numbered lists) are easily controlled through the WYSIWYG content editor, and images can be uploaded from the desktop, resized, cropped, and placed with alignment and padding.

Drupal can simplify or extend the controls of its interface depending on the level of access required. This is known as “granularity” of permissions. In the image above, many more editing buttons are offered than most users require. Form options like “Glossary” would be confusing

to users who do not know the purpose of that feature. For this reason, Drupal's form controls can be displayed or hidden based on user role (is this a teacher contributing a lesson plan or event description, or a CHAHEC staff person determining what content belongs where).

USABILITY CHARACTERISTICS OF DRUPAL SITES

Drupal sites provide the following benefits:

- **Many Sites in One:** Drupal is designed to support multiple sites with one code base, which allows core functions and data to be updated and shared among all sites, but individual site databases and module configurations to be separate. This would enable CHAHEC to host content in its own site for a while, then move that content to a new site (like Physician Professional Recruitment, for example) by simply changing the theme associated with the new site. Both sites (<http://chahec.org> and <http://chahec-docs.org>, for example) could continue to share access to the same stores, event calendars, etc. though displaying different content based on the "Taxonomy" (category tags) given to the content.
- **Modular flexibility:** Rather than requiring all functionality to be specified at the start of the project to facilitate coding, CHAHEC administrators can explore thousands of modules (<http://drupal.org/project/modules>), with support from Game Face for configuration. The decision to integrate sitewide chat, for example, can be made casually – just turn the module on and configure it, and turn it off later.
- **A large install and support base for highly functional, secure code.** The constant addition of new modules and improvements by a development community of over 2 million sites keeps step with evolving needs, new Web 2.0 technologies, and security threats. As a managed Drupal hosting provider, Game Face Web Design keeps client sites up to date.
- **Search Engine Friendliness:** CHAHEC's mission requires that students, educators, health care workers and others easily find its content at the moment they are looking for guidance or other services. Drupal's support of Search Engine Optimization is unparalleled among CMS platforms (see <http://www.drupal4seo.com/>)
- **A client-customizable keyword set to tag content for filtered display and site searching,** so that students see only content appropriate to them. One of the greatest problems with AHEC websites is the range of constituents they serve, and without the ability to filter content, a display of "All Programs," for example, makes it difficult for a college student to know which are designed for her and which are better suited to a high schooler or an EMS provider.
- **Drupal's integrated e-commerce system, Ubercart,** provides out-of-the-box support for processing fees and payments, selling shippable and downloadable products, receiving donations, managing memberships, and many other revenue-generating features.

- Multiple display and delivery formats (e.g. screen vs. print; blog, newsletter, forum, listserv and RSS feed) for page content, providing the widest access. Admin users can create new “content types” and custom views for them without writing any code. For example, CHAHEC means something different by “Program” and “Event”, and every program and event should share some information types (“Who’s this for,” “Objectives”, etc) and not others, and have page design cues and menu options that let people know what they’re looking at. Click on an event from a calendar and see a summary; click that summary and see enough detail to decide whether to register; click the register button to add the course to a shopping cart – all of these features work with “Content Types” that share some data fields, but not others.

AUTOMATIC TITLES AND URLS

Of particular interest to CHAHEC is Drupal’s **Automatic Titling** and **Automatic URL** modules. Currently, most CHAHEC pages have “Catskill Hudson AHEC” as the title (which is unhelpful to search engines, new users, and those who save pages as Bookmarks or Favorites). With Drupal, the default can be set to generate the page title automatically (based on content), with user overrides.

For example, a new Nursing Conference (Content Type = “Event”) scheduled for May 12, 2006 now entitled “**Untitled Document**” with the URL “**summary/ehpmay06.html**” would be titled “**Catskill Hudson AHEC Nursing Event May 12,2006 Albany, NY**” unless the writer thought to give it a better title, and the URL could be **/nursing/events/2006/may-12/Best-Western-Soverign-Hotel-Albany-NY** -something that seems long and convoluted, but was created by Drupal and makes easy sense.

DRUPAL SITE EXAMPLES

In the Statement of Qualification, we explore three sites Game Face Web Design created for local agencies (educational, health) and a radio station. Below are some Drupal sites we did not make, but which can give the reviewer a quick sense what Drupal might do for CAHEC’s professional image and ability to attract clients. For more examples of our work, visit <http://gamefacewebdesign.com/home> .

Corporate and Commercial Sites

- [Warner Brothers Records](#)
- [The Grateful Dead](#)
- [Roberts Dairy](#)
- [Public Digital Film Festival](#)
- [Pellet Stove Review](#)
- [Yahoo Research](#)
- [Lime.com](#)
- [The New York Observer](#)
- [The Onion](#)
- [Euro Club](#)

Non-Profits

- [Earthday Network](#)
- [Post Carbon Project](#)
- [Oil Depletion Protocol](#)
- [Utility Consumer's Action Network](#)
- [Youth Adventure](#)
- [American Cancer Society](#)
- [Whole Grains Council](#)
- [Children with Leukaemia](#)
- [Energy Farms Network](#)
- [More Nonprofits](#)

II. Game Face Web Design – Statement of Qualification

There are many web development firms in the Mid Hudson Valley who could easily visit CAHEC for meetings, and create sites that would look beautiful. However, only one other firm (that we know of) specializes in an open source content management system: Integrated Enterprise Solutions, Inc. (<http://ies-ny.com/>) in Wappingers Falls, who use Joomla (described above).

By leveraging Drupal as a third-party, open source platform, Game Face Web Design delivers the same or better functionality less expensively than any other company in the region for most clients. This does not mean that Game Face is the “Yugo” version and others are “Cadillacs” – rather, our attention can be more focused on process, collaboration, and customer support, rather than a coding scramble, except where custom coding would be required (such as recreating “My Health Careers”, for example).

Google “Drupal Development Hudson Valley” and Game Face Web Design is the first listing. Drupal is our primary web development platform, and our project management and staff development have been fine-tuned to develop and support Drupal sites. Game Face Web Design is currently developing two modules for the Drupal community which could be of particular value to the proposed CHAHEC website as it develops

- **FlashMaker:** a module providing end users web based forms to enter and edit Flash slideshow data (slide titles, images, captions, movies, sounds, HTML text descriptions) and generates associated SWF and XML files, with editable sequence and transition effects. This liberates site developers from the need to employ specialized Flash developers, and allows CHAHEC to make pages that are appealing to students.
- **PathTrack:** a module that generates site usage reports that track, count and sort all unique paths users have taken through the site over a set period, aiding in the ability to quantify access and service delivery to support funding linked to those metrics.

Completion of these modules is not necessary to meet the terms of the proposal.

CASE STUDIES

Below are three case studies of Drupal websites Game Face developed for local organizations. In addition to the information provided, each of the organizations also contributed testimonial letters, which are attached to this proposal.

1. Community Portal: WKZE <http://wkze.com/>



Contact: Will Stanley, Stationmaster, 98.1 WKZE: 758-9810 x101, will@wkze.com

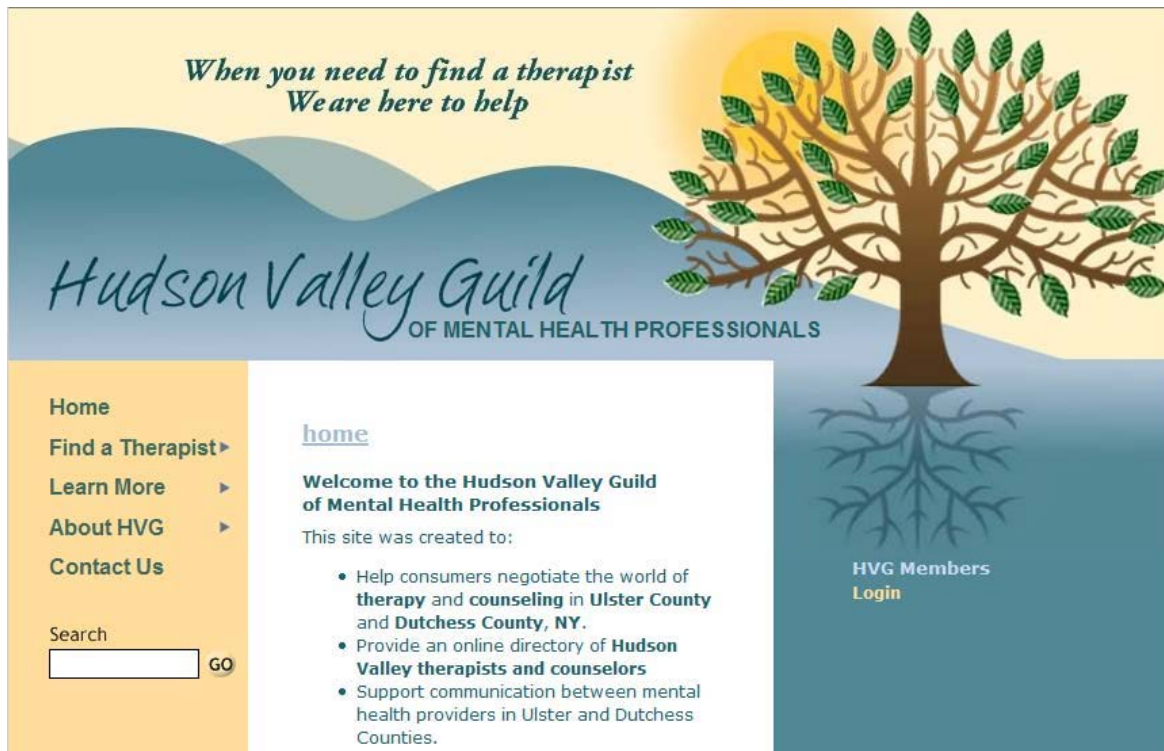
Project: Migration to Drupal back-end; no change in design

Description: WKZE was built on a proprietary content management system with unacceptable support from the developer. Three years ago, we were asked to keep the existing design, but add features that would support more community interaction and daily updating. The image above is for a redesign of the site, currently in progress.

Site Features:

- Station Module: Playlist Archives, Program Pages, Program Schedule.
- Custom Coded Module: "Now Playing"
- Third Party Integration: "Listen Live!"
- Community Events Calendar

2. Community Directory: HudsonValleyGuild.Com



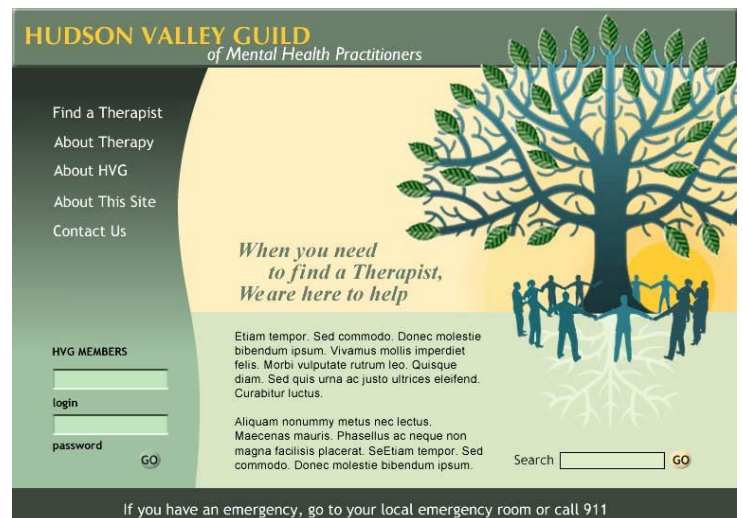
Contact: Douglas Engel, President, Hudson Valley Guild, 246-6404, bohacks@hvc.rr.com

Project: New design to facilitate member maintenance of pages and public education.

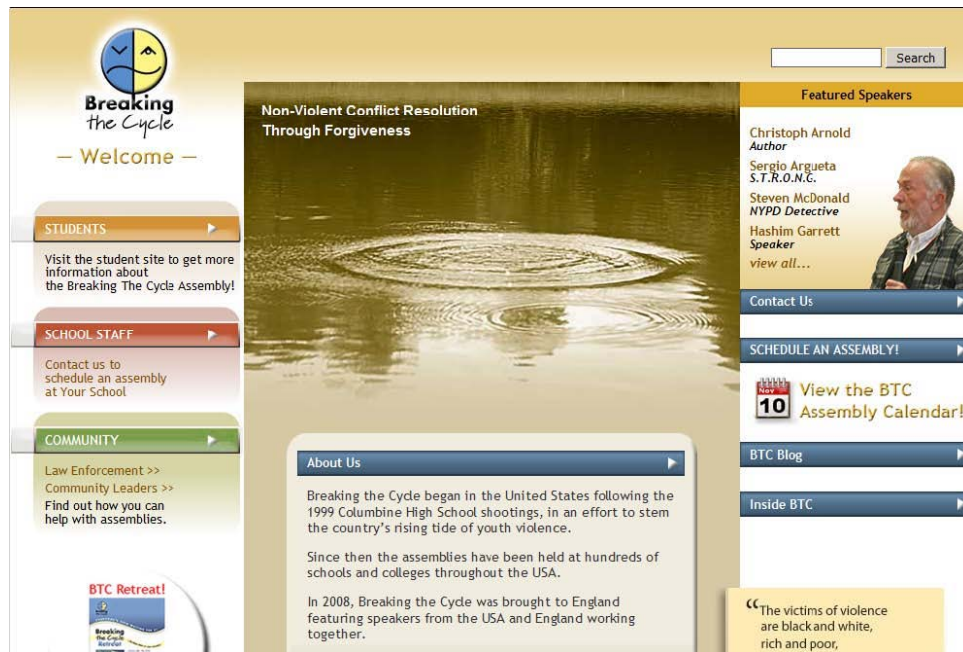
Description: The Hudson Valley Guild of Mental Health Professionals needed a website where the members could create and edit their own pages. A needs assessment process was designed and conducted by Game Face, including scheduling a member presentation of options and models, with discussion and survey. Based on a report of the survey results and notes from the meeting, the website was developed with a team of Guild members.

Site Features:

- Development of two graphic designs (alternate at right)
- Ability to search for a therapist by name, specialty, client base or office location
- Integrated, clickable glossary of therapy terms
- Member HTML emails (with attachments) are stored onsite
- Support to members for editing their profile pages provided with online manuals



3. Program Management: BreakingTheCycle.Com



Contact: Colin Winter, Director, Breaking The Cycle: 339-6680, cwinter@BreakingTheCycle.com

Project: Phased Re-Design to Facilitate Program Management and Community Building

Description: An educational project of the Church Communities Foundation (with local branches in Rifton and Port Ewen), "Breaking The Cycle" holds assemblies in schools. Sites goals included facilitating assembly and speaker scheduling, sharing blogs and archived materials, and increasing program effectiveness by hosting separate online communities for participating districts, schools and classrooms. Phase I (program management) was completed in August, with Phase II (online learning) beginning in September.

Key Features:

- Portal Structure: Students, Staff and Community each have custom site design schemes, menus and content,
- Organic Groups: Each school has its own 'social network' for file sharing, communication and publication, with public and private material
- Powerful Administrative Dashboard for the management of assemblies, events, content, groups, site statistics, and student->speaker emails (right)



KEY PERSONNEL

Bram Moreinis, Principal of Game Face Web Design, has been making websites and managing information technology projects since 1994 as a project coordinator, instructional designer, and manager of information systems. His educational background includes master's degrees in teaching and educational administration, plus courses in computer and system science. He is a member of the [Adobe Education Leaders](#) program and [Sustainable Hudson Valley](#).

Transitioning from public education, Bram founded Game Face Web Design's precursor, Beyond the Box, with former high school students called "[Tech Scouts](#)" as a proof-of-concept program for school-business partnerships and the "in-sourcing" of teen labor. Game Face Web Design, LLC has adult staff, but continues to nurture Tech Scouts as occasional interns and subcontractors. Tech scouts also provide training services to Game Face clients.

Paul Solomon, Information Architect, has experience in top management positions in retailing and manufacturing; a fine arts education, and an extensive knowledge of website development. Paul brings a sixth sense to the art of anticipating the needs of both website visitors and owners, with spot-on evaluations and fine-detail examinations of the visuals, messages, navigation and overall integrity of every new Game Face site.

Frank Carey, Senior Drupal Coder, developed the [SUNY/New Paltz Student Association](#) website while studying Biology and Computer Science, and has since earned his a BS degree with honors. As our lead coder, he has used his extensive knowledge of PHP and the Drupal framework to create complex, yet elegant modules that extend the functionality of Drupal. A strong supporter of open source software, Frank has contributed back most of his code to the Drupal community for others to use as well.

Margaret Ryon, Graphic Designer, used to lead Harte-Hanks Interactive's creative department in Lake Katrine. She earned a BFA diploma from Pratt, and Masters degree in communications diploma from NYIT. Prior to designing for the Internet, she worked in the academic environment of Rockefeller University illustrating books and creating presentations and for Nobel Laureates. Visit her [design gallery](#) for some examples of her current work, including the identity materials for Game Face Web Design and PPC Tarmac.

Steve Hammer, Drupal Coder, had more than twenty years of experience in musical synthesis, database applications, and web programming before coming to Drupal development. He developed and implemented the customer and administrative database for the New York Collegium that is still in use, and is web master for the Town of Clermont, NY.

Michael Drummond, Flash Coder, has worked for Bank of America, CUNY, and some local companies as a Lead Programmer and Cold Fusion coder, while also developing educational software. Mike now specializes in Flash Development with Actionscript 3.0 for Game Face.

Note: Resumés of key personnel for this project are attached to this proposal.

III. SITE REDESIGN: Graphics, Layout and Information

The critical requirements for the site redesign include changes in functionality (adding a shopping cart, site registration, content personalization), graphic design (site “themes”, styles and images) and information design (site map, page layouts, menu system). New information designs start with site maps (showing what content is contained where) and then wire frames (showing what design and layout elements are included on which pages where). Wire Frames can indicate what content is viewed by anonymous users or by authenticated users (those who have created accounts and logged in).

GRAPHIC DESIGN AND LAYOUT DESIGN IN DRUPAL

Graphic design is a key concern for CHAHEC. The current site contains unrelated elements swimming in a white background, providing no contextual cues about what’s what and making now associations to help users know whether they’re in the right place, or attracting their interest. To engage users and cue them about content, there are four levels of design:

1. **Home Page:** welcomes visitor; establishes identity and branding; portal selection.
2. **Site Template:** the basic design upon which the other pages are built, with sidebars.
3. **Section Template:** variations on site template, but differing in content and menus.
4. **Landing Pages:** designed to stand alone, as if someone landed on them without hitting the home page first. “Webcasting Services” would be such a page, for example.

Drupal allows custom selection of site “sub-themes” which can be slight variations of style sheets, as in <http://demo.roopletheme.com/tapestry> (click the “style picker” at left) or entirely different styles and layouts, as in <http://www.csszengarden.com> (click the “select a design” at right). Within each page, there are five layout regions:

1. **Section Header**
 - orients users to where they are and what content is there
 - site-wide navigation.
2. **Left Sidebar:**
 - sectional menus and cues
 - content teasers (e.g. “latest news” titles)
3. **Main Area**
 - Page Header, with title, other lead information
 - Page content, with images aligned right, left or center
4. **Right Sidebar**
 - High interest teasers (e.g. “upcoming events”)
 - Call-outs for related content and functions (e.g. “ask a question”)
5. **Footer**
 - Site Map, global text-based navigation Links
 - Notices, copyrights, disclaimers

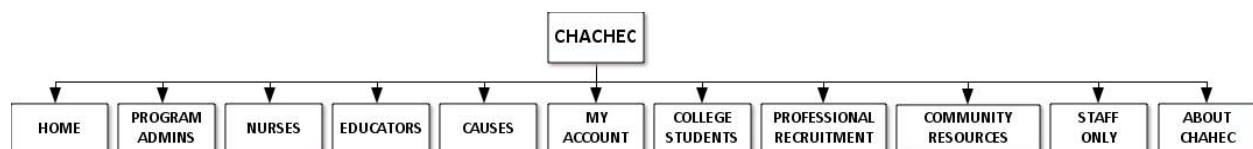
Elements that change with different Drupal sub-themes include CSS style sheets (which is how CSS Zen Garden works above), page layouts (the presence of sidebars, presence and location of image and content blocks, which differ in <http://breakingthecycle.com>) and targeted content (for example, a callout for a conference on health education curriculum design might show up only on pages in the education section, and only for teachers and program administrators). All these aspects (including the selection of alternate stylesheet files) are controlled by Drupal, and CHAHEC staff can be trained to modify them.

INFORMATION DESIGN

The ability to select different designs and layouts helps site administrators build pages that automatically build in content appropriate to its section, and signal visitors about where they are and what prime options are available. This is accomplished through the two-level horizontal menu structure of <http://www.mahec.net/>. CHAHEC, on the other hand, displays the same vertical menu on all pages. A mix of vertical and horizontal menus is recommended.

Because horizontal menus run out of space and cannot grow with new content, they are best used for main sections only. Site-wide menus can include vertical drop-downs (as <http://explorehealthcareers.org> does, up top). Vertical menus can have many more elements (as with the left side of <http://explorehealthcareers.org>), but it is difficult for people to “parse” long lists, and less Internet-savvy users may lack the dexterity to perform the “pull down, hover, move over, pull down, click” required. For this reason, it is recommended that while top-level horizontal menus remain consistent, left hand vertical menus change depending on the section.

PROPOSED SITE MAP

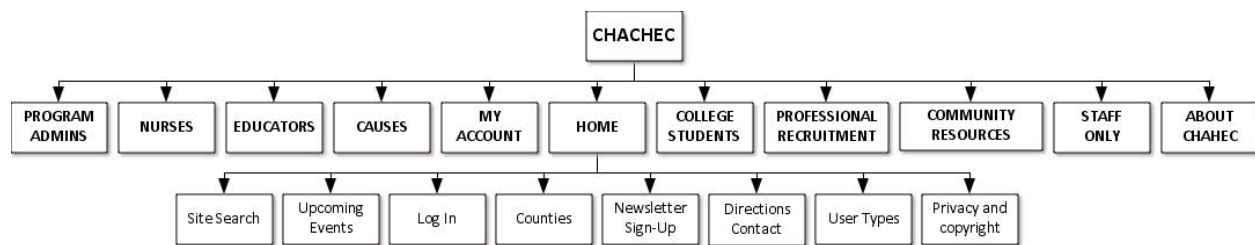


The primary difference between this site map and CHAHEC’s current one is that users first self-identify their role, then view a selected set from common content types. If a student clicks on the “Students” section, they will not be shown anything about recruiting doctors or evaluating education programs. The exceptions to this principle would be the Home Page (for users not logged in), “Community Resources” and “About CHAHEC”. “Staff Only” is password protected.

NOTE: Discussion of some functionality is included below, where Drupal modules that require little or no customization are mentioned. Part IV of this proposal addresses functionality that would not work “out of the box” and require some custom coding.

Content Sections (like “Programs” or “Events”, as CHAHEC currently organizes its top-level menu) are one way to differentiate wire frames (what goes on the menu, what goes on the sidebar, how is the page designed). User Profiles are another. If a user identifies as a college student (by clicking on a “college students” portal button on the home page), the “Programs” and “Events” lists should only show appropriate content for them, and they would see “Financial Aid” content not displayed for others. In our proposed redesign for CHAHEC, we make use of both methods, but favor user self-selection first.

HOME PAGE: SITEWIDE ELEMENTS AND PORTAL SELECTION



In this map, the “Home Page” is expanded to show the content that would be arranged in a wire frame diagram prior to page design. The elements above (Site Search, Upcoming Events, Log In, Counties, Newsletter Sign-up, Directions & Contact, Privacy and Copyright) are important to everyone, and “User Types” would be buttons that a new user self-selects to identify their interest. Clicking on the “Students” button would take a user to the same place that the “College Students” menu item goes. The “Log In” element would only appear when users are not logged in; once they are, it becomes “Log Out”. “Counties” shows up only on the home page, to attract users via search and identify CHAHECs catchment area to new visitors.

Drupal’s Site Search can be simple (and customized) or advanced. Below is a customized search form, including some “Taxonomy” terms (“only in the category”).

Enter your keywords:

▼ **Advanced search**

Containing any of the words:

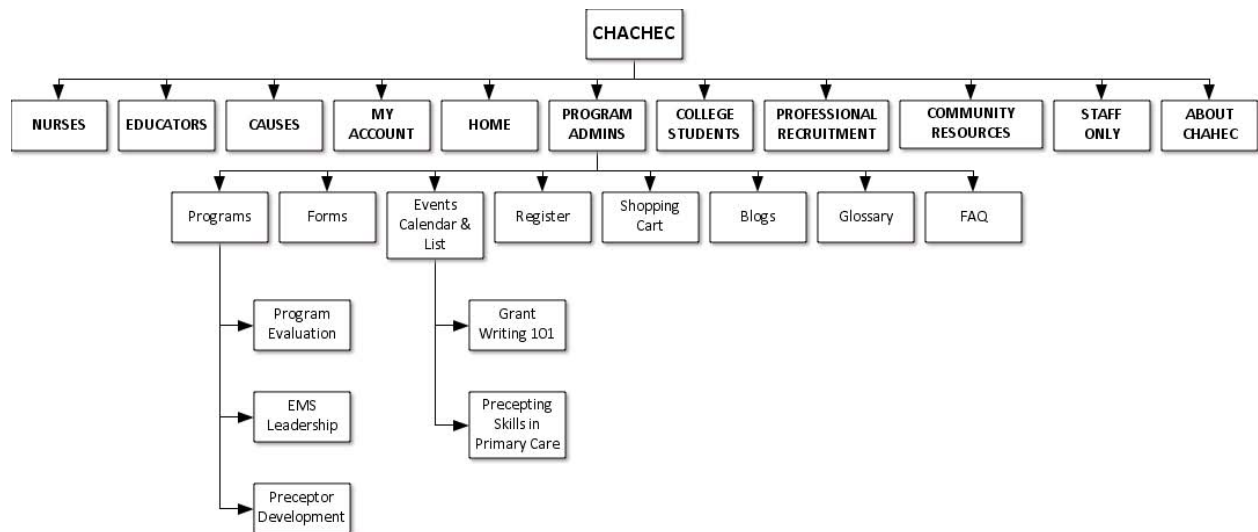
Containing the phrase:

Containing none of the words:

Only in the category(s):

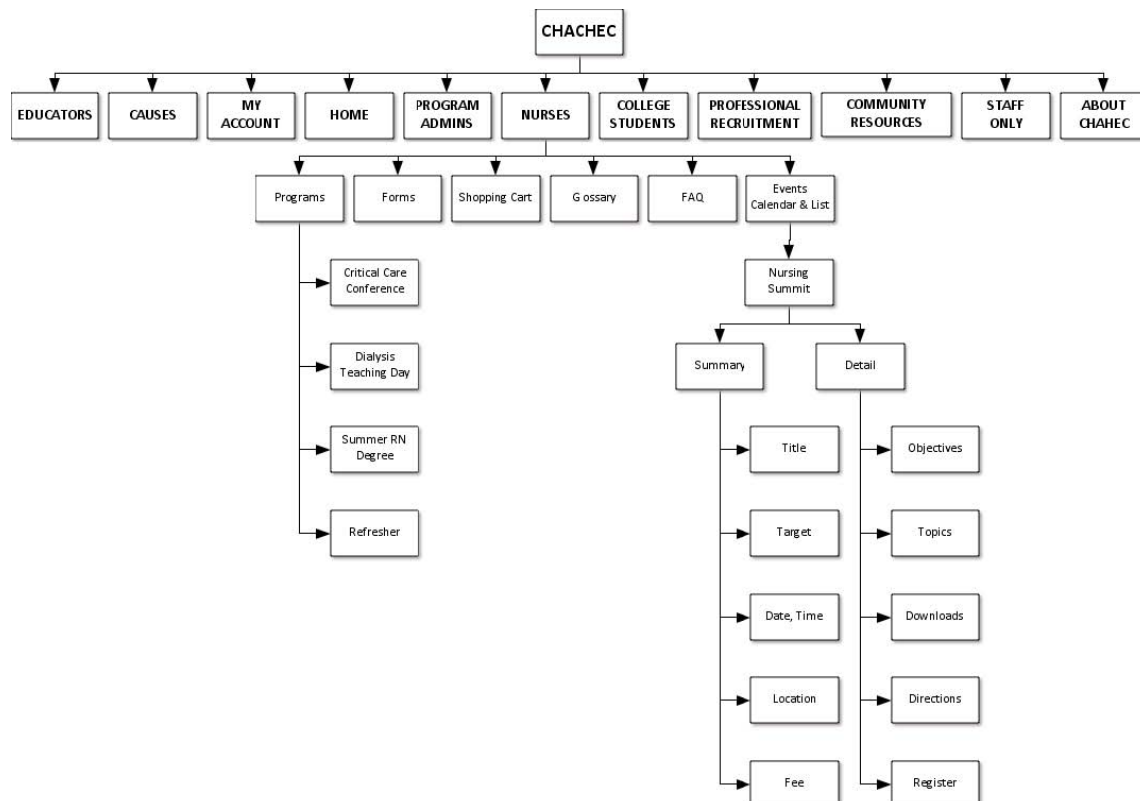
- New Paltz
- North East
- Olive Bridge
- Pawling**
- Phoenicia
- Pine Hill
- Pine Plains
- Plattekill

CONTENT BY USER PORTAL



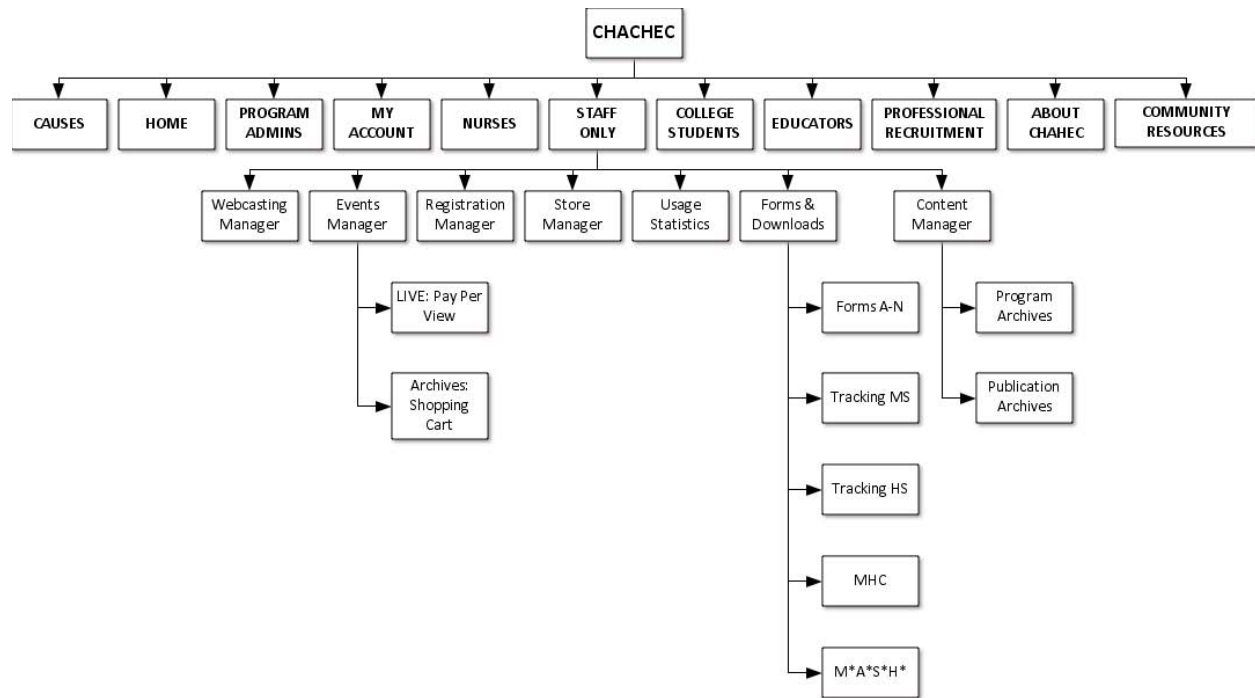
In this example (for Program Administrators), Programs, Forms, Events, Register, Shopping Cart, Blogs, Glossary and FAQ are the same menu options as for other users, but only show entries relevant to those users. As best as we could, we identified which programs and events might be appropriate for this group (Program Evaluation, Grant Writing 101, etc).

Below is an example of the same structure, but for Nurses this time:



CHAHEC STAFF ONLY

The “Staff Only” section (login required) would display a series of “Dashboards” for various management tasks, with viewing and editing permissions defined by roles assigned to users. For a small agency such as CHAHEC, there might be only three roles, and whoever filled associated positions would be assigned them. The Events manager would be someone who can create, edit and delete events, for example; the Store manager defines products, and processes orders.



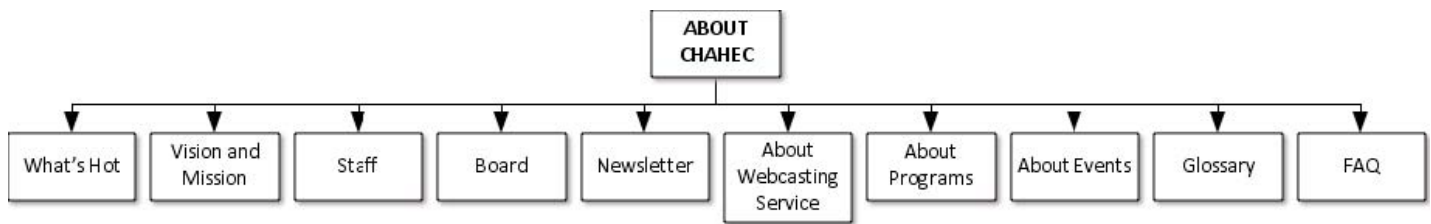
Because problems occur when someone “plays with” an area they are not familiar with or responsible for, not every role should see every dashboard. A **Registration Manager**, for example, would be responsible for canceling classes without sufficient registration, managing waiting lists, changing registrant information, and tracking mail-in or COD payments.

A **Webcasting Manager** would view request forms, make appointments, and upload links and other communication to their clients. He might also have store manager privileges (to determine whether a purchase order has been paid, for example) but might not have permission to change store orders.

A **Content Manager** might be able to search and view past content that is no longer on the live site, should it become useful at some other point.

A **Forms Manager** should be able to view all forms, and update or delete them as required.

A **Usage Manager** would presumably be either the CHAHEC Executive Director or someone who prepared reports for her. The **Content Manager** would also be able to revert any page to a previous revision, and moderate drafted pages for publication.

ABOUT CHAHEC, FAQ AND GLOSSARY

The “About CHAHEC” section would be visible to everyone, and it’s “Glossary” and “FAQ” sections would be complete (all FAQs and Glossaries for all portals). “About Events” and “About Programs” might be guidance for how to use the site, as well as general information for potential clients. “What’s Hot” might be a list view of content tagged as “hot” by the Content Manager.

At some point, Newsletters should be HTML-based rather than PDFs, allowing the easy editing, archiving and searching of content. Drupal’s SimpleNews module automatically allows for subscriptions and emailed versions. For a Drupal example, visit <http://loomiscreek.com>. HTML-based newsletters also allow for the integration of RSS-feeds from other sites and sources, using Drupal’s Panels module. For an example, visit <http://ben.kudria.net>.

The Drupal Glossary Module makes it reasonable to use technical language freely, because words that are included in the glossary will show definitions on hover (and click to those definitions). For example, the word “Preceptor” is unfamiliar to many people; it would be displayed with a special color (indicating it can be hovered over) and “link” symbol (which, when clicked, links to the definition).

The Drupal FAQ Module allows anonymous users to submit questions, which are reviewed by a moderator for appropriateness. If deemed appropriate, the moderator (or someone assigned to that area of question) answers the question, and the question and answer are both displayed in standard FAQ fashion (questions on top, clicking to questions and answers below). For a site with a high educational focus like CHAHEC, Glossaries and FAQs are key elements.

EVENTS, as stated above, can be displayed in lists or clickable calendars (see <http://wkze.com/event>) that can be filtered and sorted, and are compatible with Google Calendar (as well as iCal). WKZE’s site, for example, displays “upcoming events” in a sidebar.

The design and functionality of the **Donations Page** is central for most nonprofits. Drupal is a favorite site for nonprofits because its online store, Ubercart, supports many forms of online donation: one-time payments (from credit cards, Google Checkout, Paypal or COD), recurring payments (a.k.a memberships), and many other options. Game Face recently created a charity site for the Cooleys Anemia foundation, but the site is only for back-end processing of donations specified in mailed postcards, and would not show much if viewed anonymously.

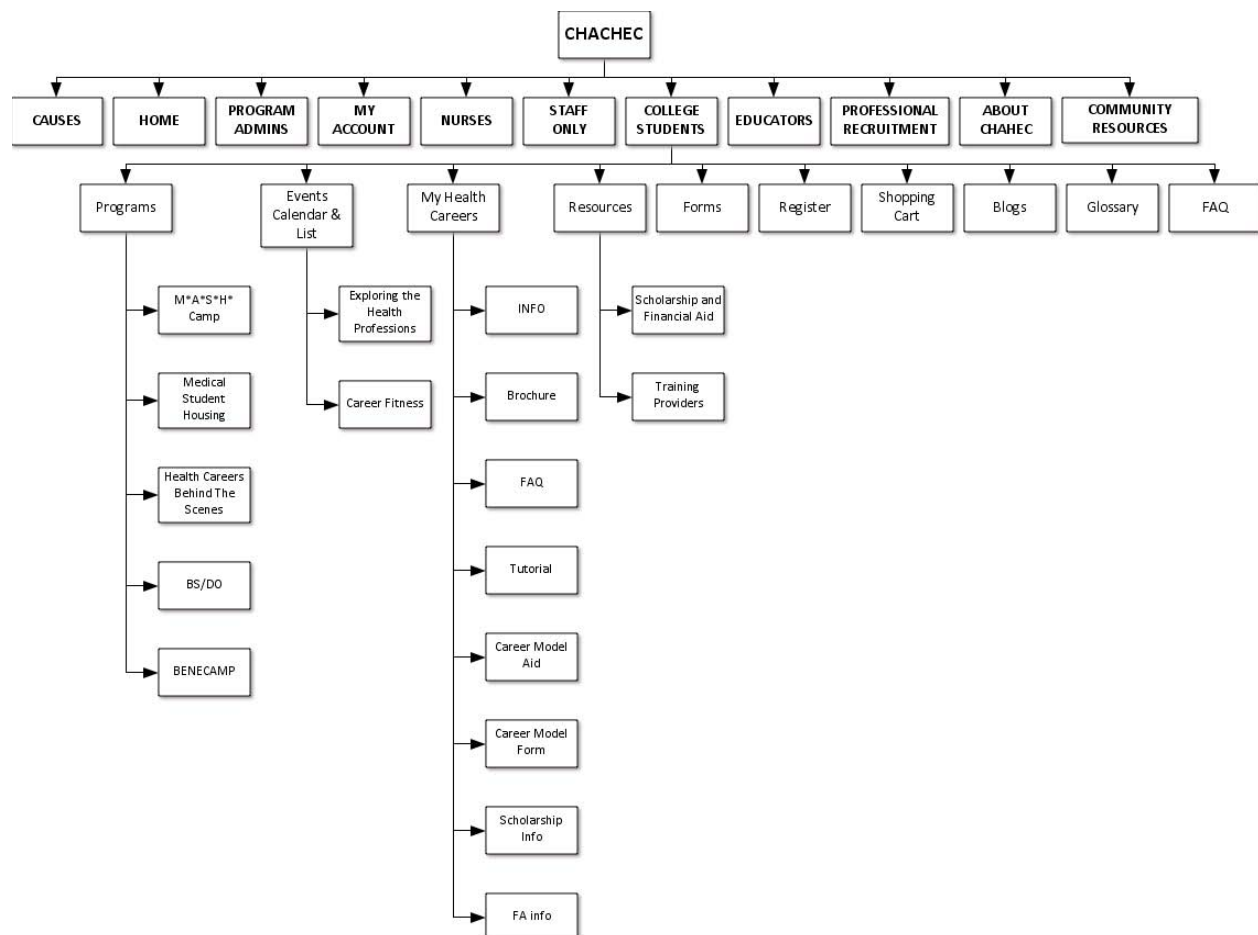
An additional “store purchase” that would support donations is the sale of **Banner Ads** displayed in targeted areas, as <http://www.explorehealthcareers.org/> does.

Drupal's Ad module, block regions within page wire frames are designated for various "Ad Groups". In the above example, a "skyscraper" ad for sharing resume's through Monster.com would display for college students and continuing education clients, but not Middle and High School students.

The sale of Banner Ads would itself be promoted through a banner ad, promoting the downloading of a PDF Media Kit, and payment for Banner Ads would be handled through Ubercart. Users who create accounts in order to purchase Banner Ads would then be able to craft their own HTML ads (using Drupal's WYSIWYG editor) or upload image banners. A CHAHEC advertising manager, who configures their display based on the purchased options, submits these ads for moderation. See <http://drupal.org/project/ad> for more on this module.

STUDENTS VS EDUCATORS

A distinction needs to be made between college students (who would access CHAHEC independently) and secondary schools students (who would be unlikely to do so unless directed to by a teacher, and in that case only to view certain resources at certain times). For this reason (and for the moment, assuming this is a valid distinction), the "EDUCATORS" section would be for secondary school teachers (with some pages appropriate for students), and the "STUDENTS" section would be designed for college students:



IV. SITE FUNCTIONS: RFP REQUIREMENTS AND OUR RECOMMENDATIONS

NOTE: Where functions are not specified in the RFP but recommended to support CHAHEC's sustainability and mission, they are in **dark red**.

ADS: Configure Advertisement module for CHAHEC site using a range of sizes and placements. Create sample HTML ads for commercial banking with clickable images: 8 hours

ADS AS DONATION PURCHASES: Process Advertisement purchases through Ubercart Donations, defining a product type with relevant information needed to properly configure the Ad module, and an associated workflow and administrative dashboard to assure that Ads are moderated and displayed by a CHAHEC administrator in charge of the process: 10 hours

BLOGGING: Create Blog page and configure for RSS subscription, with blocks to display "Blogrolls" on other pages: 2 hours

BOARD/STAFF PROFILES: Create content profiles for Board/Staff with Bio, Picture, Contact details and theme a view to resemble <http://www.ulsterny.com/pages/board.html> : 6 hours.

CALENDAR: Configure a CHAHEC calendar with events filterable by vocabulary, with dashboards that list submitted events and events pending moderation: 6 hours.

CHAT: Permit authenticated users to create or participate in existing or new chats, based on CHAHEC's requirements: 1 hour

CREDIT CARD FUNCTIONALITY: the ability to accept credit cards. To configure Ubercart for Google Checkout or another specified payment gateway: 2 hours

DIRECTIONS: Create page with written driving instructions, mass transit information: 1 hour

NEWSLETTER ARCHIVE: an archive of eNewsletters shall be available on the website. To create PDF Newsletter Content Type with an associated archive view and upload all existing newsletters: 2 hours

NEWSLETTER SUBSCRIPTION: accept newsletter subscriptions via Simplenews (see <http://loomiscreek.com>): 2 hours

EVENT VIEWER: Configure display of events by date period or category: 2 hours.

FAQ: Enable FAQ module and populate with submitted content: 3 hours.

FILE SHARING: Create a secure space on the site to allow for the transfer of documents between applicants and agencies using Web File Manager: 6 hours

GLOSSARY Configure Glossary module and populate with terms and definitions. Add 2 hours.

PAID EVENT REGISTRATION: Configure Ubercart to accept payments for Events: 4 hours.

PDFs: Pages are downloadable as pdf files. Assuming Drupal version 6: 2 hours.

PRINTER-FRIENDLY PAGES: Add “print this page” and create associated stylesheet: 6 hours

REPORTS The ability to aggregate and display report PDFs according to category/function. To configure Report as a content type with data field and an attached PDF and associated taxonomy and create an associated view with filters and sorts: 2 hours

RESOURCE LINKS: The ability to aggregate and display links according to category/function. To configure Resource Links as a content type with an associated taxonomy and create an associated view with filters and sorts: 2 hours

SEARCH: Provides the ability to search the site’s HTML content and PDF attachments, 1 hour.

SEMINAR SIGN-UP: Create events and registrations through Drupal’s Event Manager module (no payments) and configure confirmation messages, registration reports: 2 hours.

SHOPPING CART: the ability to offer shippable products, downloadable products, and “pay-per-view” URLs, with associated user roles and store management: 10 hours.

VIDEO PLAYBACK: Configure to handle multiple formats for playback of video. 10 Hours.

WEBSITE STATISTICS BY PAGE VISIT: Free with Game Face Hosting.

WEBSITE STATISTICS BY SESSION: Modify PathTrack module to create specified usage reports for funding associated with service delivery: 4 hours.

Other Modules to Consider

The following links lead to lists of available Drupal modules.

- **Administration:** <http://drupal.org/project/Modules/category/53?page=8>
- **Community Tools:** <http://drupal.org/project/Modules/category/56>
- **User Management:** <http://drupal.org/project/Modules/category/76>
- **Utility Modules:** <http://drupal.org/project/Modules/category/75?page=14>

V. WORKPLAN AND BUDGET

The following Work Plan and Budget assume the project beginning October 1st.

Task	Units	Rate	Cost	Done by	
PREPARATION			\$750	3-Oct	
Configure New Hosting Account, 1 year	1	250	312.50	1-Oct	
Content Development Training in Drupal CMS	2	75	187.50	3-Oct	
Resource Identification and Development Planning	2	100	250	3-Oct	
RFP CORE REQUIREMENTS			\$9,063	31-Oct	
Finalize New Site Map, Content Map, Menus	8	100	1000	8-Oct	
Create Site Wireframes (navigation, page elements)	8	75	750	10-Oct	[\$1,750]*
Finalize Functional Specifications	2	75	187.50	10-Oct	
Work Plan Detailing on Active Collab	2	75	187.50	10-Oct	
Graphic Design: Home Page	16	75	1500	15-Oct	
Finish Graphic Design: Home Page, Inside Page	16	75	1500	17-Oct	
Drupal Theming for Home + Inside = Sections	21	75	1,968.75	31-Oct	
Page Building Training: One Day	7	75	656.25	7-Nov	
Drupal Configuration for Shopping Cart Functions	14	75	1,312.50	31-Oct	
SUGGESTED ELEMENTS				7-Nov	\$1,735
Drupal Configuration for Event Registration	6	75		7-Nov	562.50
Drupal Configuration for Newsletter Management	2	75		7-Nov	187.50
Drupal Configuration for Blogging	4	75		7-Nov	375
Drupal Configuration for Event Calendar	2	75		7-Nov	187.50
Drupal Configuration for Search	0.5	75		7-Nov	46.88
Drupal Configuration for Chat	4	75		7-Nov	375
TESTING, MODIFICATIONS, LAUNCH			937.50	21-Nov	
Quality Assurance Review, all pages and Functions	6	75	562.50	12-Nov	500
Final Modifications From Review	4	75	375	19-Nov	250
			TOTAL	\$10,750	\$13,250

RFP REQUIREMENTS ONLY: \$10,750 [Assumes CHAHEC builds pages with 1 day training]

INCLUDE GF SUGGESTIONS: \$13,250 [Assumes CHAHEC builds pages with 1 day training]

FULL PROJECT, WITH GF PAGE BUILDING: \$15,000 [*CHAHEC takes over when site done]

NOTE: Cost calculations (hours estimated * hourly rate) additionally include 25% Project Management fee, covering internal communications, emails, etc.

STAFF TRAINING: \$75/hour. PER-DIEM: \$350 Half day, \$675 Full Day.