# VICTORY EDUCATION PARTNERS

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# INTRODUCTION

# 1.1 OVERVIEW

## BACKGROUND

Victory Education Partners (Victory EP) assists in the creation of high performing schools by providing personalized school management and support services. Working towards a world that affords every child the opportunity to high quality education, Victory EP has helped to successfully create or manage schools in New York, New Jersey, Chicago and Philadelphia.

This summer Victory EP plans to launch a new brand, Collegiate Preparatory Charter Schools, with the mission to provide management services to four charter schools in Chicago currently managed by Victory EP.

## THE NEED FOR A COHESIVE BRAND

As Victory EP's presence grows, the need for a more cohesive brand is evident. The existing website does not accurately reflect the organization's mission or culture, nor does it effectively explain their services. The current branding does not possess emotional impact, rendering it forgettable and ineffective in expressing Victory EP's higher educational reform goals.

In addition, Victory Education Partners faces strategic communications challenges inherent in providing fee-based services to publicly funded schools. Developing its brand as a exemplary agent instrumental in improving the performance of charter schools is essential.

And with the launch of Collegiate Preparatory Charter Schools this summer, Victory EP requires a dedicated website that informs users and provides clarity to their mission.

## OUR PROPOSAL

To meet these needs Studio K&M and Red Rooster Group are partnering to present a proposal to create a comprehensive brand strategy, messages and websites for Victory EP and Collegiate Preparatory Charter Schools. Specifically, we will:

- Develop a distinctive brand strategy for your brand to position Victory EP as a leading national charter school management firm;
- Develop a brand strategy for Collegiate Preparatory Charter Schools as a sub-division to introduce the brand successfully in the Chicago market;
- Design and develop two distinct websites that afford Victory EP and Collegiate Preparatory Charter Schools a unified online presence, yet allow each to maintain respective identities that meet the needs of their specific constituents.

# 1.1 OVERVIEW

## OUR STRATEGY

Since Victory EP has been a leading advocate for improvements in public education for over ten years, we believe that there is substantial evidence to build Victory EP's brand as a leading proponent of improvements in charter schools. Developing the brand and website is an excellent opportunity to tell a compelling story to your constituents and build positive support.

The brand strategy will help to counter possible misperceptions about Victory EP's motivations in providing services to charter schools on fee-basis. We will highlight your fiscal accountability and student performance record to show how it is possible to achieve outstanding student achievement results with far less funding per child than traditional public schools (as evidenced by Sisulu-Walker) to position Victory EP as responsible leaders in charter school management.

## PARTNERING FOR YOUR SUCCESS

Studio K&M and Red Rooster Group are partnering on this project give you the best of both worlds: solid brand strategy from Red Rooster Group and best practices in website usability design from Studio K&M.

## STUDIO K&M

Studio K&M brings their expertise in creating effective websites that improve the user's experience on the web

and deliver powerful online solutions that help promote brand awareness and facilitate communication. Having worked with for-profit as well as nonprofit sectors, we understand the messaging associated with each and know how best to reach your end users. We will help you to develop effective websites that are visually pleasing and technologically sound.

## RED ROOSTER GROUP

Red Rooster Group brings 20 years of experience in working with professional service and consulting firms, as well as a deep understanding of the nonprofit market so we are well aware of the financial accountability issues between the for-profit and nonprofit sectors. For example, we are currently developing the brand for a recruiting firm that specializes in placements in the nonprofit sector and are highlighting their custom fee model developed for the nonprofit sector. We are also currently working with an educational services provider that is targeting its services to schools, helping them develop effective sales and marketing materials that resonate with school administrators. Based on our experience in these markets, we will help you develop an effective brand strategy.

Studio K&M and Red Rooster Group work together in a seamless way to bring you the specific expertise you need to elevate Victory EP's brand presence and launch the new Collegiate Preparatory Charter Schools brand successfully.

# 1.2 **KEY OBJECTIVES**

## BRAND OBJECTIVES

1. Develop and boost Victory EP's image as the premier provider of support services for charter schools in order attract interested parties and outstanding job candidates.
2. Clearly explain the services and value provided by Victory EP and Collegiate Preparatory Charter Schools.
3. Promote dialogue between Victory EP and Collegiate Preparatory Charter Schools and its audiences including school boards, educators, and parents, community leaders, the media, elected officials and others.
4. Raise the level of professionalism of Victory EP's visual identity so that you can compete successfully with the best academic and management organizations in the marketplace.
5. Develop a successful brand launch for Collegiate Preparatory Charter Schools.
6. Increase brand awareness and positive perceptions of both entities.
7. Ensure brand consistency across all forms of communication.

## WEBSITE OBJECTIVES

1. Create a highly functional website that is user-friendly, easy to navigate and offers potential client opportunities for exploration and education.
2. Implement a content management system (CMS) so that content may be quickly and intuitively upgraded by in-house staff.
3. Employ a search capability to enhance usability, a careers landing page to facilitate job seekers, and a staff page to highlight Victory EP staff members.
4. Expertly optimize both sites for search engines, resulting in first page rankings for strategic keyword searches.
5. Position Victory EP's executives, managers and staff as professional leaders in their fields.
6. Provide a weekly log analysis that verifies the effectiveness of the new site with state-of-the art analysis tools, showing traffic origin and numbers.

# 1.3 ASSUMPTIONS & RECOMMENDATIONS

This proposal, process, resources and budget are based on the following critical assumptions and recommendations. It is very important that we are all in agreement and confirm the accuracy of the assumptions and recommendations listed below.

## SITE CONTENT

Site Content continues to be a gating factor in the successful on-time delivery of Web projects. In order to assure the success of this project, it is vital that Victory EP provide a content liaison responsible for content creation and approval for both sites. We will be happy to use our experienced copywriters if desired, for an additional fee.

We will provide a content inventory outlining what copy is needed and establish delivery dates for receipt of copy for each site.

## CLIENT PARTICIPATION

Our estimated hours are based on timely feedback.
A successful project will require the client to meet content, review and meeting deadlines.

## CMS

Our recommendation is to build both sites using WordPress, as your content management system.

# 2 BRAND DEVELOPMENT

# 2.1 BRAND DEVELOPMENT PROCESS

## GOAL

The goal of the branding strategy is to effectively position Victory EP as the premier supplier of services and support for charter schools and to ensure consistency of the brand as it launches new sub-brands, including Collegiate Preparatory Charter Schools.

## BRAND STRATEGY PROCESS

• Review of current materials
• Competitive review of other consulting firms that work with charter schools as well as charter schools in the Chicago area and the charter school associations and resources.
• Interviews with staff and core constituents to understand the firm's strengths and key marketing and sales points of value.
• Brand session with key staff to define and galvanize the staff around the core brand direction.
• Core messages for Victory EP and Collegiate Preparatory Charter Schools brands including Vision, Values, Brand Position, Core Services, Uniqueness and Key Value Delivered.
• Visual Identity Recommendations
• Brand rollout strategies for the website launch.

## BRAND ELEMENTS

As the major communication vehicle, the Victory EP website will introduce new brand elements that may be used for subsequent branding and marketing collateral. We will explore and define color palettes, use of typography, potential images and photography that will be used to create the new Victory EP look. Building a cohesive identity through your brand strengthens your presence and promotes trust and loyalty. We will make recommendations for adapting the brand and design of the Victory EP website to Collegiate Preparatory Charter Schools.

## COPY

Copy is an often-overlooked opportunity to create a compelling brand, establish a distinctive voice for your organization, differentiate you from your competition and give your clients a reason to engage. It is one of the keys to a successful and appealing website. Knowing what to take out of your copy is as important as knowing what to leave in. Having essential information upfront and prominent "calls-to-action" assists potential clients in the decision-making process and encourages contact.

Our team includes industry professionals who have experience in writing copy for online reading and not-for-profits, incorporating SEO best practices into your text. We are able provide guidance and edits to existing copy or offer original content based on you and your audiences' needs.

## BRAND GUIDELINES

Once we have finalized a cohesive brand and the major design elements, we will codify these as the cornerstone of the Victory EP Branding Guide. By creating a brand

# 2.1 BRAND DEVELOPMENT PROCESS

manual with usage guidelines, Victory EP will enter the world of modern brand management and will allow the organization to establish trust and credibility and present itself professionally, practicing the necessary consistency required across all collateral, including materials produced by the various staff members and departments.

## BRANDING AND DESIGN

The branding process is iterative and will be incorporated into the website development process - that is, it will be developed concurrent to both sites but will be delivered before the launch of the site.

We will create the overall look and feel of both sites including the graphics, color and typography. It will be designed for maximum usability by each audience, with an emphasis on intuitive navigation.

Another key design criteria will be to convey the importance of the organization through a clean and minimalist design. The design will project a professional image for Victory EP with consistent use of type and color to convey the brand.

To further define Victory EP's new visual brand identity and maximize its impact, we will specify typefaces to purpose, such as headlines, callouts and other prominent elements.

## DESIGN PROCESS

The design process includes:

*   developing the concept;
*   creating three unique designs for Victory EP's and Collegiate Preparatory Charter Schools' home page;
*   and a sample secondary page;
*   offering two revisions in the design;
*   and developing branding elements.

## ARTWORK

During the design process, we will determine what type of artwork would be suitable for both sites. We will source this artwork, whether photography or illustration and will explain the costs of each when presenting the initial designs. This might include the cost of stock photography or a photo shoot.

If a photo shoot is deemed necessary, we can select and supervise a photographer.

# 3 USABILITY

# 3.1 USER-CENTERED WEBSITE DESIGN

## USABILITY

Studio K&M focuses on user-centered design and usability to communicate your brand and message. Internet users are impatient and unforgiving and will leave a site if they cannot find what they are looking for. By placing your audience at the center of the development process, we ensure that your site will work well for your end user.

Visitors coming to your sites know what they are looking for, they are just deciding which company to use, so it will be important for the Victory EP and Collegiate Preparatory Charter Schools websites to have an intuitive site architecture and navigation. This will facilitate easy access to your services and offer opportunites to learn more about the organizations.

We engage usability professionals throughout the process to ensure delivery of a user-friendly site.

## WHY IS USABILITY IMPORTANT?

Usability increases customer satisfaction and productivity, leads to customer trust and loyalty, and inevitably results in tangible cost savings and profitability. Usability also plays a role in the public perception of a company or organization, affecting brand value and market share. Studies have shown that the average metrics improvement after a usability redesign is 83%*.

## TYPICAL BUSINESS METRICS INCLUDE:

- Conversion rates, such as sales or lead generation;
- Traffic numbers, such as page view statistics;
- User performance, such as the time needed to perform key tasks;
- Target feature usage, such as the number of users who click a link to crucial information.

## CLARITY THROUGH DESIGN

We practice all industry usability standards to make our navigation systems clear, logical and user-friendly through the use of simple menus, color, graphic elements and cross-linking pages.

The home page will effectively communicate what the organization is, what the value the site offers over the competition and what services are offered.

Language and content will be organized so that the site is easily readable. There will be consistency in the fonts, formatting, styles, window titles, link colors and the layout. We will check to see if errors occur unnecessarily and if error messages are in plain language and describe what action is necessary. All graphics will be properly optimized for visual clarity and all functionality will be clearly labeled.

# 3.2 INFORMATION ARCHITECTURE & DESIGN

## INFORMATION ARCHITECTURE

A successful user experience starts with effective information architecture.

## KEY ELEMENTS INCLUDE:

- Development of personas to understand the target audience;
- Card sorting to ensure correct navigation and content grouping;
- Content analysis;
- Taxonomy;
- Site maps.

## WIREFRAMES

By creating and testing the usability of wireframes before we design, we get an early start on the usability process, saving both costs and time.

## KEY ELEMENTS INCLUDE:

- Wire frames to establish navigation and layout;
- Content paths for different types of user experiences;
- Functional requirements and options;
- Content hierarchy;
- Concerns of associated business goals;
- Templates to facilitate programming;
- Content layout;
- Standard elements – logo, fonts, search box, help, breadcrumbs, utility navigation.

# 4 SEO

# 4.1 SEO OVERVIEW

We would look to improve your online presence by using an organic search engine strategy aimed at your targeted audience. This strategy would start with a detailed keyword analysis of your business terms and over time improve your market position, conversion rates and overall brand awareness.

Effective organic phrase ranking can only be accomplished by careful optimization of your content, compliant back-end coding and acquisition of a large quantity of high quality inbound links.

Your proposed campaign will last 12 months. It is important to note that search engines easily identify and punish sites that have artificial link acquisition. For this reason it is critical that your SEO campaign be spread out over 12 months.

## SEO CAMPAIGN

The campaign will include the following critical elements:

- Detailed analysis of traffic for all relevant phrases using the current site and competitors' sites. This analysis is a separate multi-page document that will be provided for review and discussion ;
- Strategy determination based on phrase relevance, traffic, competition, business goals, and input from you;
- Distinct strategy for each service;
- The website will be effective for dozens of phrases related to charter school management, school

development, academic support and any other relevant service/product related phrases.

## SEO STRATEGY

The SEO strategy will address the following:

- Page META titles and descriptions (elements that appear in the search results);
- Page content focusing on optimal keyword phrase densities (a custom tool is used to ensure this);
- Inbound link acquisition (critical for building effective phrase rank);
- The potential for mini-websites focusing on specific groups of related phrases.

## MONITORING AND ADJUSTMENTS

We will monitor phrase rank, traffic and impressions using the tools outlined in the Log Analysis section. This is required to ensure that our SEO efforts have maximum impact. Hyper-accurate phrase rank monitoring is the most critical element.

Consistent and frequent monitoring allows our SEO specialist to make changes to the content, page titles, meta-tags and other elements to increase the effectiveness of the campaign over the critical first twelve months.

# 4.2 **SEO STATISTICS**

## STATISTICS PACKAGE:

We recommend the addition of a password protected statistics package, which provides the following tools and accompanying uses:

| TOOLS | BENEFITS |
|---|---|
| Monthly and daily history logs | Determines the impact of your SEO campaigns, newsletters, and other marketing efforts |
| Days of the week and hourly trends | Provides guidelines for call center and chat staffing |
| Breakdown of visits duration (in seconds) and total number of visits versus pages viewed | Determines the attractiveness and usability of the content and suggests changes to content and navigation |
| Individual pages viewed (the number of times each page was viewed) | Determines the popularity of specific pages and which pages are not easily accessed |
| Entry pages (the number of times that visitors enter the site through specific pages) | Determines which pages are appearing in search engine results and redirects SEO efforts accordingly |
| Exit pages (the number of times that visitors exit the site from specific pages) | Determines which pages are ineffective at passing traffic to other pages and suggests changes to content and navigation |
| Countries (the number of visitors coming from each country) | Determines the impact of SEO campaigns, newsletters, and other marketing efforts as well as the international appeal of the content |
| Search engines (the number of visits from each search engine) | Determines the impact of SEO campaigns and suggests changes to SEO strategy and the relative appeal of the content across different search engines |
| Search phases (the number of visits from each search phrase) | Determines the impact of SEO campaigns and suggests changes to SEO strategy |
| Links (the number of visits from other websites) | Determines the effectiveness of SEO link acquisition campaigns and rewards good partners |

# 4.3 ADDITIONAL LOG ANALYSIS

In addition to the web statistics package, two other tools will be used to monitor organic search engine rank and suggest changes to the SEO strategy. An SEO campaign cannot be successfully executed without both of the following proprietary tools:

## PHRASE RANK MONITORING

This tool is the most critical and features:

- Ability to track keyword phrase rank in the Victory EP domains as well as competing domains;
- Weekly email reports on current rank position, 7-day, and 30-day trends;
- Password protected graphical interface to determine trends for sets of keywords;
- Password protected management console to view detailed rank history for each phrase;
- Microsoft Excel import/export functions to provide additional offline analysis;
- Tracking for Google, Yahoo and Bing.

## WEBMASTER DASHBOARD

This password-protected tool will provide visibility to Google click-through traffic and, more importantly, impressions (not clicked).

Pages that appear in the Google search result, but are not being clicked will be enhanced by either improving phrase rank or modifying META page descriptions or titles. When used in conjunction with the phrase rank-monitoring tool this dashboard will reveal pages that are appearing on the search result, but not providing traffic.

## PARTNER LINK MANAGEMENT

We are recommending a Partner Link Management application. This application is instrumental in creating self-sustaining link acquisition for Victory EP's website. This application would exist on a vendor server and provides the following features:

- A link list hierarchy generated from a MySQL database, allowing for multiple links pages and categories;
- Page layout matching website theme and style;
- External webmaster sign-up allowing other webmasters to verify and suggest modifications to links they have submitted;
- Reciprocal link (back-link) verification upon entry;
- Inbound link submission capturing all relevant link information and external webmaster contact information;
- Domain webmaster notification whenever a new link is submitted;
- Link activation processing that allows the domain webmaster to quickly activate or decline a link;
- Automated back-link verification process to ensure that back-links remain in place;
- Links Microsoft Excel import/export functionality;
- Spam-robots protected (via CAPTCHA image validation) contact form on the site.

# 4.4 ADDITIONAL TRAFFIC/RANK SOURCES

## CATEGORIZED KNOWLEDGE BASE

We are recommending an additional method for capturing traffic on your website: a categorized knowledge base. The content, provided by your personnel, customers, and/or outside content providers could potentially include:

* FAQs (frequently asked questions);
* How-tos;
* Case studies;
* Industry news.

Your knowledge base would provide the following benefits:

* Establish Victory EP as the industry expert;
* Attract links from other websites (greatly enhancing page rank);
* Increase traffic from other websites;
* Broaden the website through content and provide support for phrase rank for additional phrases, including those with low traffic/competition, but high conversion rate.

## SEARCH ENGINE MARKETING

An SEM campaign could also be considered. However, budget, strategy, and duration of such a campaign cannot be determined until the SEO campaign is in place for at least 10 weeks. At that time, phrases with very strong competition can be identified and targeted via an SEM campaign, which would stay in place as long as the ROI (return in investment) remains reasonable. The major factors affecting ROI are:

* The success of the SEO campaign (traffic obtained through SEM despite a good organic rank is wasteful);
* The size of the budgets from competing websites;
* The ever changing behavior of the search engines.

# 5 CMS

# 5.1 CMS

## WORDPRESS

WordPress is a free, open-source Content Management System (CMS) code framework hosted on a Linux server. Corporations, universities, enterprise 2.0 users and bloggers employ WordPress for their sites.

We propose that the Victory EP and Collegiate Preparatory Charter Schools use WordPress as the technology platform for its sites in order to:

- Expedite coding;
- Reduce testing time and cost;
- Reduce lifetime total cost of ownership.

## ADVANTAGES

WordPress has the following advantages:

- A robust content management system that meets Victory EP's needs;
- Intuitive administrative interface that enables most changes to be made with none or minimal coding;
- Configurable security system that can be used to provide various levels of access to different documents and data;
- Compliance with HTML/CSS standards, which allows WordPress to be themed at will;
- Shallow learning curve for Victory EP staff as the current site is developed in WordPress;
- Large, active user community; this means that:
  - Finding development talent to make changes to the system will not be challenging and staff

turnover is not a risk;

- WordPress is constantly being updated and new modules are being developed which enrich the functionality of WordPress -based applications with minimal development effort.

## CONCLUSION

Based on the requirements as articulated to date, the Victory EP and Collegiate Preparatory Charter Schools sites have no requirements that strain the boundaries of WordPress. Since it is open-source, it can be modified to do anything that a regular (non-framework implementation) can do. Concretely, WordPress facilitates the development of all features requested in the RFP.

# 6 PROCESS

# 6.1 PHASE I: DISCOVERY

## 1. KICK-OFF MEETING:

The project starts with a discovery workshop designed to rapidly gather information on the organization. This session will include an exploration of:

a. Your Mission/Vision

b. Brand Attributes

c. Existing Site Overview

d. Project Goals

e. Key Site Audience Analysis

## 2. INTERVIEWS

We will conduct up to 8 interviews with staff and core constituents to understand the firm's strengths and key marketing and points of value.

## 3. REVIEW OF EXISTING SITE

We will conduct an analysis of the existing site to understand your services and assess the site's strengths.

## 4. COMPETITIVE ANALYSIS

We will research your key competitors to assess their strengths, areas of specialty and how well they communicate those so that we can position Victory EP and Collegiate Preparatory Charter Schools successfully.

## 5. INITIAL BRAND RECOMMENDATIONS

We will develop core messages for Victory EP and Collegiate Preparatory Charter Schools brands including Vision, Values, Brand Position, Core Services, Uniqueness and Key Value Delivered.

## 6. BRAND SESSION

We will conduct a brand session with key staff to present the brand ideas and define and galvanize the staff around the core brand direction.

## 7. FINAL BRAND RECOMMENDATIONS

Based on the Brand Session, we will refine the brand messages and consolidate all recommendations into a document that will include:

- Brand messaging recommendations for Victory EP and Collegiate Preparatory Charter Schools
- Visual Identity Recommendations
- Business requirements and user requirements for the websites
- Creative direction for for the websites
- Brand rollout strategies for the website launch.

# 6.2 PHASE 2: DEFINE

During the Define Phase we will work with the Victory EP team to develop direction for some of the opportunities we identified in the Discovery Phase.

## 1. INFORMATION ARCHITECTURE AUDIT

Our next step will be create a sitemap and to draft key wireframes for both sites. This would include the homepage and key landing pages, as well as pages as prioritized in our Recommendations Document.

## 2. USABILITY & BRAND REVIEW

We will conduct a session in our office with up to three participants and have them perform key tasks using the wireframes as a prototype. In addition, we would like to identify how well the brand position is communicated in our initial explorations.

## 3. WIREFRAMES

We will present the Information Architecture system in representative template wireframes.

# 6.3 PHASE 3: DESIGN

During the Design Phase we will refine the design and brand system, and page design compositions for both sites. We will create three mood boards with color and typography choices for you to choose from. Once a direction is approved, we will develop the overall look and feel of the site incorporating the new branding. It will be designed for maximum usability, with an emphasis on intuitive navigation.

The design will project a professional image with consistent use of type and color to convey the Victory EP brand.

## 1. INITIAL DESIGN REVIEW

The first step in the Design Phase will be to review the documents created in the Define Phase.

## 2. DRAFT DESIGNS

We will begin to draft the mood boards for approval. Once approved we will begin the design of the respective home pages.

## 3. FIRST DESIGN REVIEW

We will present three designs of the homepage for each site.

## 4. ITERATION

Based on your choice we will iterate one design and begin developing key landing pages. We will have identified template and module level elements that will need treatment.

## 5. SECOND DESIGN REVIEW

This review will be for the first round designs to be finalized or if needed, one more round of revisions made.

## 6. FINAL DESIGN REVIEW

We will sign-off on the design at this stage with the understanding that minor changes may follow the review.

## 7. TECHNICAL DESIGN

During this phase the lead developer for the team will review the site architecture, update our feature list with technical levels of effort for various features and implementation strategies and create our work plan for implementations.

# 6.4 PHASE 4: IMPLEMENTATION

## 1. DEVELOPMENT

Actual production of both sites begins. Approved graphic files will be sent to the programmer who will:

- Create a coding strategy and functional approach for site updates;
- Process the graphic files for use in the programming environment;
- Integrate design template coding with CMS implementation, configure modules for basic navigation and all site features and functionality.

## 2. PAGE PRODUCTION AND CONTENT ASSEMBLY

Programmer will populate page content from digital files. (Word documents, JPEG and other image files.) and Google Analytics will be added to each page;

## 3. QUALITY ASSURANCE

We will test the beta site on latest versions of Internet Explorer, Chrome and Firefox for the PC and Chrome, Firefox and Safari on the MAC, and perform a quality assurance review of links and functionality.

You will have the opportunity to view and test both sites at this stage.

## 4. REVISIONS AND ADJUSTMENTS

We will execute up to two minor updates to the content if necessary throughout review/approval cycle.

We will receive written approval before moving to the Launch Phase.

## 5. MIGRATION

We will need to migrate the site from the beta-server to the existing or new host server. Email handling will need to be determined and if necessary, new accounts set up.

## 7. LAUNCH*

We will coordinate the release of the site and monitor for the first 48 hours. We allow a 30 day bug testing period.

*Within hours the re-direct will have started to take effect and within 24 hours this should have propagated throughout the web.*

# 7 MAINTENANCE & SUPPORT

# 7.1 MAINTENANCE & SUPPORT

Studio K&M brings a balanced set of resources that can provide meaningful council and guidance through the lifecycle of a website launch and usability experts who can support the growth of the organization and increase site traffic.

Once the sites are launched, Studio K&M will work with Victory EP to help maintain, evaluate and support the application. We are responsible for and will address any bugs or incorrect programming discovered within 30 days of launch, assuming you have not altered the code. In addition, this proposal includes 2 hours of training and email support for the CMS.

Moving forward, we offer comprehensive support packages for all levels of WordPress users.

All our WordPress support plans include the following:

- Technical support for selecting and installing plugins
- Technical support for configuring/troubleshooting plugins
- Programming support for implementing plugins
- Programming support for theme enhancements
- Programming support for performance optimization)
- Monthly installation security and health review
- Monthly plug-in and version updates (most recent stable)
- Monthly backup verification

Cost: $110 ~ $150 per month

Ad-hoc website revisions can be requested and quoted for at any time.

# 8 OUR TEAM

# 8.1 STUDIO K&M

## STUDIO K&M

Studio K&M is a full-service design and concept firm based in New York City. Their mission is to improve user experience on the web and deliver powerful online results that drive sales and increase conversions. As a boutique studio, they are able to offer hands-on-service with large agency results at more affordable prices. Their team of experts aggregate research, interpret analytics and create engaging designs that help you make more money to spend building your business.

They promise an exceptional level of expertise, dedication and attention to you and your projects.

Studio K&M works with a broad range of clients across many industry sectors, offering solutions which are tailored to meet their needs. Clients include The Financial Times, the International Olympic Committee, The New York Times, Dean and Deluca, the Boston Symphony and the Onassis Foundation, to name but a few.

## CATHLINE MARSHALL

*Principal, Usability Analyst*

Cathline Marshall has lived and worked in Paris, Tokyo and New York. Her career began as an artist in Paris working with Japanese papers to create refined and elegant gift-wrappings. Having expanded her design background to include more technological aspects, she now specializes in web design, online strategy, branding and web and mobile usability.

Ms. Marshall is an adjunct professor at New York University School of Continuing and Professional Studies teaching Usability, Dreamweaver, Intermediate Photoshop and Flash. She also teaches web design principles at Pace University in New York.

She is a former board member of the New York Chapter of the Usability Professionals Association and a member of the Graphic Artists Guild and the National Association of Photoshop Professionals.

Ms. Marshall is fluent in Japanese and an avid cyclist, averaging 150 to 200 miles a week.

# 8.2 **RED ROOSTER GROUP**

## RED ROOSTER GROUP

Red Rooster Group is a leading brand design firm dedicated to promoting nonprofit organizations and sustainable businesses. Working at the intersection of strategy, design, and technology, they help clients get the most from their marketing and fundraising efforts. Their mission is to bring smart marketing and branding to nonprofits and progressive businesses. From engaging donors to promotion new ways of thinking, Red Rooster Group 's work is truthful, clever and respects people's intelligence.

For 20 years, Red Rooster Group has been building brands, attracting donors and advocating for change. They are passionate about their clients' success and making the world a better place.

## HOWARD ADAM LEVY

*Principal, Strategic Director*

As a nationally-recognized brand strategist who has been helping businesses and nonprofits improve their brands, marketing and design for the more than 20 years, Mr. Levy draws upon his experience with large and small businesses and nonprofit organizations. He has helped clients launch successful enterprises, reverse sales declines, increase membership and donations, compete against industry giants, attract investors and exceed sales goals.

He has created branding programs, corporate collateral materials, annual reports and websites for fortune 500 clients, including Cigna Financial, Credit Suisse First Boston, Morgan Stanley, JP Morgan, Reader's Digest and Ziff-Davis.

He is regularly called on to speak on branding and marketing at the top business and nonprofit venues including the Foundation Center, the National Council of Nonprofits and the United Way, among others. His articles on branding have appeared on Guidestar.org, BoardSource, Charity Channel, Fundraising Success, and other publications. His blog is featured on AllTop, the best sites on the web.

# 8.3 **PROJECT MANAGEMENT**

## OUR APPROACH TO PROJECT MANAGEMENT

- Seamless vendor management: One point person will be the project manager, saving you time by coordinating vendor management;
- A project manager who will gather content and handle the components to keep the project on schedule and within budget;
- One vendor invoice that will save you accounting and paperwork time.
- A cohesive team that has worked together on multiple projects, rendering proficiency in tasks;
- Our full service design firm can help you with future projects, including brochures, print collateral, PowerPoint presentations and trade show design.

## PROJECT TEAM

- Designers: Offering Concepts, Design, Branding, Brochures, PowerPoint presentations;
- Copywriters: Web-friendly writing that is technical and benefit-driven, Taglines
- Programmers: Proficient in HTML, PHP, CMS, WordPress, Drupal, Ajax, Javascript, Dynamic Forms, Flash;
- SEO/SEM Campaigns: Keyword Analysis, Implementation and Monitoring;
- User-centered designers: User-friendly Site Architecture, Navigation, Site Map Planning;
- Social Media and Digital Marketing Strategies;
- Photography: Product and people; stock and custom;
- Printing: for future brochures and marketing materials;
- Videographers and Interactive Designers.

# 8.4 **KEY DIFFERENTIATORS**

## INTEGRATED APPROACH

*Studio K&M and Red Rooster Group Collaboration*

Over the last six years we have developed a successful working relationship as a design, branding, usability and development team. We play well together, and enjoy the collaborative nature of user experience design. In addition, our usability testing approach has been improved over time to become lean and effective.

## NONPROFIT EXPERIENCE

As a team, Studio K&M and Red Rooster Group has a track record of working with a number of nonprofit organizations, including the American Civil Liberties, Brooklyn College Graduate Center for Worker Education, World Trade Institute of Pace University, Human Rights Watch, Onassis Foundation and Mission Restore, among others.

## RAPID, LOW COST USABILITY TESTING

We test our designs in each project, usually in rapid half-day sessions at least twice in the project's lifecycle to get a better understanding of the impression the design makes and how clear the organization of information is to our key audience.

## MATURE TECHNOLOGY DELIVERY PROCESS

We have deployed numerous business applications in the last three years using a number of technologies, and have over eight live WordPress deployments. We understand the technologies we work with and we know how to streamline implementation and pass that savings on to our customer.

## DEDICATED PROJECT TEAM

During the course of the project you will be working with a small, focused team of Studio K&M and Red Rooster Group professionals who will remain on the project until it has been successfully launched.

# 8.5 CLIENTS

American Civil Liberties Union

Brooklyn College Graduate Center for Worker Education

Center for Non-Profits, NJ

CentraState Healthcare System

D.A.R.E. (Drug Abuse Resistance Education)

Dean & DeLuca

Different Roads to Learning

Environmental Defense Fund

Human Rights Watch

Friends of Karen

Gourmet Garage

Governance Matters

Grafton

Hazon

Hebrew College

International Olympic Committee

Israeli Business Forum of New York

Jewish Community Relations Council of New York

Jewish Family Service Metrowest, NJ

KDDI America

K.I.D.S. – Kids Involved in Dynamic Science

Le Printemps, Paris

Mount Sinai Hospital

National Alliance for Excellence

National Council of Jewish Women

National Parkinson Foundation

National Forensic League

New Jersey Conservation Foundation

New York Public Interest Research Group

Paris 2012 Olympic Games Committee

Pratham USA

Onassis Foundation, Greece

ProLiteracy International

S3 Partners-Prime Brokerage Risk Management

Seedco

Seibu Department Store, Tokyo

Selfhelp Community Services

Stages of Learning

Student Advocacy

TechNet: Technology & Marketing Network of NY

Telehouse America

Westbridge Academy

World Trade Institute of Pace University

# 8.6 TESTIMONIALS

Love working with you, Cathline. You have consistently created what we need, just when we need it. You never miss a deadline, and your design expertise is matched with your high-level of marketing acumen. In addition, your customer service stands above the rest and your company puts out state-of-the-art work with every project. Best of all, I feel like I am dealing with a friend who possesses high integrity and sincerity when ever working with you or someone else your design firm. Thanks again. You delivered originality and designs that set you apart from the top shop competitors.

VINCENT CORLEY,

*(Senior Marketing Manager, Telehouse America)*

Working with K&M is like sitting down with your most successful and creative entrepreneurial friends and riffing on new ideas. Their approach to intelligent design is to take the client's ideas and skillfully shape them into something that is workable and consistent. The help that they have given us has dramatically changed the performance of our private label, and created a design thread which resonates throughout our stores. They are terrific!

ANDY ARONS

*(CEO, Gourmet Garage)*

Cathline, I am so happy that you had a bum hip and came into our offices for a consultation! That encounter has led to an ongoing professional relationship that I have relied on since to promote my group practice and entrepreneurial efforts. Your creativity whether it's conceiving names, designing logos, DVD covers, marketing collateral or websites, has effectively allowed me to position my practice and myself in the market with an impressive ROI. You just get it. You are the consummate professional and a delight to work with. Thank you for everything.

MARK KLION, MD,

*(Board Certified Orthopedic Surgeon/Owner, Manhattan Orthopedic & Sports Medicine Group)*

# 8.6 TESTIMONIALS

We cannot say enough about the incredible work produced by Howard Levy and the team at Red Rooster Group! From professional services, to the thoughtful approach to design and creative concepts, the Red Rooster Group has helped us translate out big thinking into eye catching designs relevant for the populations we serve. At the risk of gushing – we just could not do our work without them. We consider the Red Rooster Group to be a valuable partner in our efforts to help low-income individuals become financially self-sufficient."

LINDA RODRIGUEZ

*(Sr. Manager for Program Development & Technical Assistance, Seedco)*

From start to finish, Howard Levy and his team at Red Rooster Group were committed to excellence. Prior to launching Grafton's website, a thorough and extensive competitive analysis was completed. Following months of research, design and testing, Red Rooster Group created a website that exemplifies Grafton's core values, is contemporary, visually appealing, and a valuable resource and tool for our customers. The team at Red Rooster Group responded quickly to questions and needs, provided valuable suggestions to meet Grafton's high standards, and were knowledgeable and professional in their interactions with us."

SHWETA ADYANTHAYA

(Director of Communications, Grafton)

We've been working with Red Rooster Group for six years and they have consistently delivered for us. We started with labels for our music CDs and they are now handling all of our marketing, including our direct mail, packaging, and national advertising. From their strategic thinking about our issues to the creative details, they have helped us build our brand. Howard is one of the few people I know that gets the big picture, but also has a command of the smallest details – like getting the images just right. And I feel confident that he is looking out for our interest. He suggests ways that we can do things better – not just concerning design, but as an organization. For example, managing our budget more effectively or getting the best results from printing. Red Rooster Group is really much more than our design firm – they are an indispensable part of our business.

KARIN CRAIG

(Marketing Manager, Nancy Koltes at Home)

# 9 CASE STUDIES

# 9.1 PRATHAM USA

## CHALLENGE

Create a unified brand and more appealing website and fundraising message, as well as developing tools for the 15 U.S. chapters to promote the organization.

## SOLUTION

A comprehensive branding process including extensive research, led to new messages and new look for this organization. The highly engaging website explains the problem of illiteracy, how Pratham helps, and entices donors with 3 different interactive maps and access to individual chapter news and events.



## RESULTS

The renewed look, website, and materials give the chapters the tools they need to be effective in their fundraising. The website, created in Drupal, displays collected news and events, has flexible sidebars and a robust event management system (with tiered event ticketing to allow the organization flexibility and growth). The annual report, brochure, email fundraising messages and presentations provide a compelling fundraising message. The organization received over $130,000 online in the first 3 months of the website launch.

# 9.2 MISSION RESTORE

## CHALLENGE

Create an online presence for a young nonprofit devoted to life changing plastic and reconstructive surgery both globally and locally to children and adults in need. Provide online information for soliciting donations.

## SOLUTION

We worked closely with Mission Restore's stakeholders to develop their message and branding, then developed an intuitive information architecture and navigation for the site. Using client photos to bring a sense of urgency to the organization's cause, we developed a highly usable website.

## RESULTS

The new site has attracted donations and positioned Mission Restore as one of the leading organizations promoting life altering plastic surgeries. Because the site was developed in WordPress, stakeholders are able to seamlessly make edits and revisions at their will and upload new videos of their international triumphs.
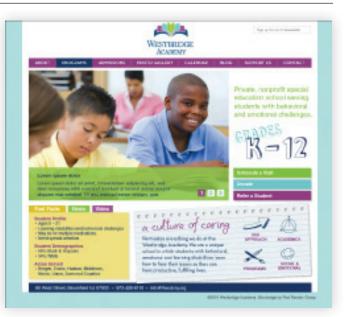
# 9.3 WESTBRIDGE ACADEMY

## CHALLENGE

When the Child Development Center was founded more than three decades ago, it was one of the first special needs school in New Jersey. Thirty years later, it found that its name hinders its ability to attract older age students.

## SOLUTION

While the school had been considering a name change for a while, it needed a process to gain input from all parties and ensure the successful transition. We conducted a competitive review to assess names used, led sessions for the staff to provide input on the name, and developed the logo, brochure, website, and newsletter.

## RESULTS

The new name, look and materials convey the professional nature of the school and help parents and the school districts to understand the school's strengths. And students are now proud to say they go to Westbridge Academy.

# 9.4 MANHATTAN ORTHOPEDIC

## CHALLENGE

To modernize the old site without compromising Manhattan Orthopedic's clinical professionalism. Optimization for increased search-engine traffic was only the start: we needed to create a dynamic look and increase usability so that the site would appeal to first time users and stand out against the competition, which is only clicks away.

## SOLUTION

A client in the health care business requires a deep understanding not only of their prospective patients' expectations, but those of the doctors working in the office and even their administrative staff as well. There are always competing interests within the practice. Studio K&M spent a considerable amount of time working with the individual doctors to design a site that would reflect the practice and address the questions of their discerning clients. Research of the competition and target audience allowed us to identify the need for a depth of information, paired with our core requirements of usability and aesthetic engagement. To this end we chose WordPress because it allows the doctors to update the site on their own, keeping it up-to-date with ease, maintaining the required contemporary sleekness, and aiding with search engine optimization.



## RESULTS

The site now ranks at the top of Google; in the first six months, the site has amassed nearly half a million impressions, 6,643 website visits, 629 phone calls and 4,679 web events. Cost per visit has dropped from $1.91 to $1.73 and cost per call has gone down from $34 to $14, a whopping reduction of 60%! The doctors continually update their site with news and resources for new patients, allowing for considerably more access to information regarding their procedures. The result is a dynamic improvement over the site's original static layout which has led to a click through rate 1.4% above the average, a compelling result of K&M's strength of design.

# 10 SCHEDULE

# 10.1 SCHEDULE

## DISCOVERY PHASE

Kick-off workshop

Competitive Analysis

Heuristic Analysis

Recommendations Document and Findings Workshop

Duration: 2 weeks

Refinement of Brand Strategy and Messages

Duration: 1 week

Resources:

Brand Strategist

Creative Director

User Experience Director

Information Architect

## DEFINE PHASE

Information Architecture and Wireframes

Usability and Brand Review

Duration: 1 week

Resources:

Brand Strategist

Creative Director

User Experience Director

Information Architect

## DESIGN PHASE

Initial Design Review

Draft Designs

First Design Review/Iterations

Second Design Review/Approval

Technical Design

Duration: 3 weeks

Resources:

Brand Strategist

User Experience Director

Creative Director

Creative Production

## IMPLEMENTATION PHASE

Production

Page Production and Content Assembly

Quality Assurance

Revisions/Adjustments

Migration

Launch

Duration: 6- 7 weeks

Resources:

User Experience Director

Creative Director

Senior Developer

Developer

# || FEES

# 11.1 FEES

## DESIGN

- Brand strategy;
- Brand usage manual;
- Website design and development for Victory EP website;
- Website design and development for Collegiate Preparatory Charter Schools website;
- Key Word Analysis and code implementation for SEO (Search Engine Optimization) campaign for both sites;
- Advanced SEO campaign for 6 or 12 months for both sites;
- Content Management System build for both sites;
- Auto fill customer feedback form;
- Usability Reviews;
- Project Management.

Fee:  $

## WEB HOSTING

Premium web hosting on dedicated Linux or Windows servers, clusters, and content delivery networks. Servers are located in secure carrier neutral data centers in New York, Connecticut, and Virginia Beach. All servers have redundant hard drives (RAID) and are backed up daily.

Hosting services also include server configuration including updates, scheduled jobs, email, and backup.

Fee: $

# 12 MOVING FORWARD

# 12.1 MOVING FORWARD

Launching your re-designed website is the end, but it is also the beginning. Developing a consistent brand identity helps build loyalty and retention.
Studio K&M can help you create companion brochures, videos, PowerPoint presentations, trade show displays, advertising and other marketing materials to promote the growth of your brand.

Strategies would include the design and production of online and print ads, newsletter design and implementation, and direct mail promotions. We are able to join you in the social networking arena, and help you establish lines of communication with your clients through social media, blogging, forums and newsletters.

In addition, our team is well-versed in mobile websites and applications for both iPhones and iPads, including usability for these devices. These can range from design tweaks to the general site, a mobile-specific site or theme or a stand-alone app for iPhone, Android or both platforms.

Studio K&M and Red Rooster Group welcome the opportunity to work with you in Phase II and hope to build a long-term relationship moving forward. We want to grow with you, and be a part of your success for years to come.

# 13 CONCLUSION

# 12.1 CONCLUSION

Thank you for the opportunity to submit this proposal. I believe we have addressed all the items in your well constructed RFP and are happy to answer any questions you may have.

Studio K&M's design esthetic and Red Rooster Group's not-for-profit branding expertise are a perfect match to present Victory EP as the leader in charter school service providers.

I am confident that we are able to deliver an effective branding strategy and website that meets your organization's goals and objectives in a manner that will elevate Victory EP's presence.

The collaboration between Studio K&M and Red Rooster Group has shown that we are a top-notch team and are consistently able to deliver a fine end product.

We look forward to hearing from you.

Cathline Marshall

Principal | Studio K&M

Howard Levy

Principal | Red Rooster Group