



new signature
creative technology

Website Redesign Proposal

Prepared for

Stanford Law School Center for Internet and Society

1100 H St. NW, Suite 940
Washington, DC 20005
tel 202.452.5923 • fax 202.478.2107
sales@newsignature.com
<http://www.newsignature.com>

02
22
11

I. Introduction

New Signature is pleased to submit this proposal to The Stanford Center for Internet and Society (“CIS”) for the redesign of cyberlaw.stanford.edu website. We welcome the opportunity to work with CIS on this exciting project.

It is our understanding that CIS seeks to update the design and structure of its site to improve the organization and presentation of the content provided so that visitors can quickly navigate to desired pages and to eliminate the current confusion regarding CIS employees and CIS affiliates. New Signature believes we are highly qualified to assist and guide CIS through a comprehensive website overhaul.

New Signature combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground. In 2009 and 2010, New Signature won over 25 design awards including top honors at the Webby Awards, W3 Awards, Communicator Awards, Interactive Media Awards, Web Marketing Association Web Awards, and Davey Awards. New Signature develops long-term relationships with our clients. We deliver high-quality work through our focus on bidirectional communication, responsive customer service, client education, accurate project management, product quality, and an ethical approach to business. We have a well documented track record of performing work on budget and on deadline.

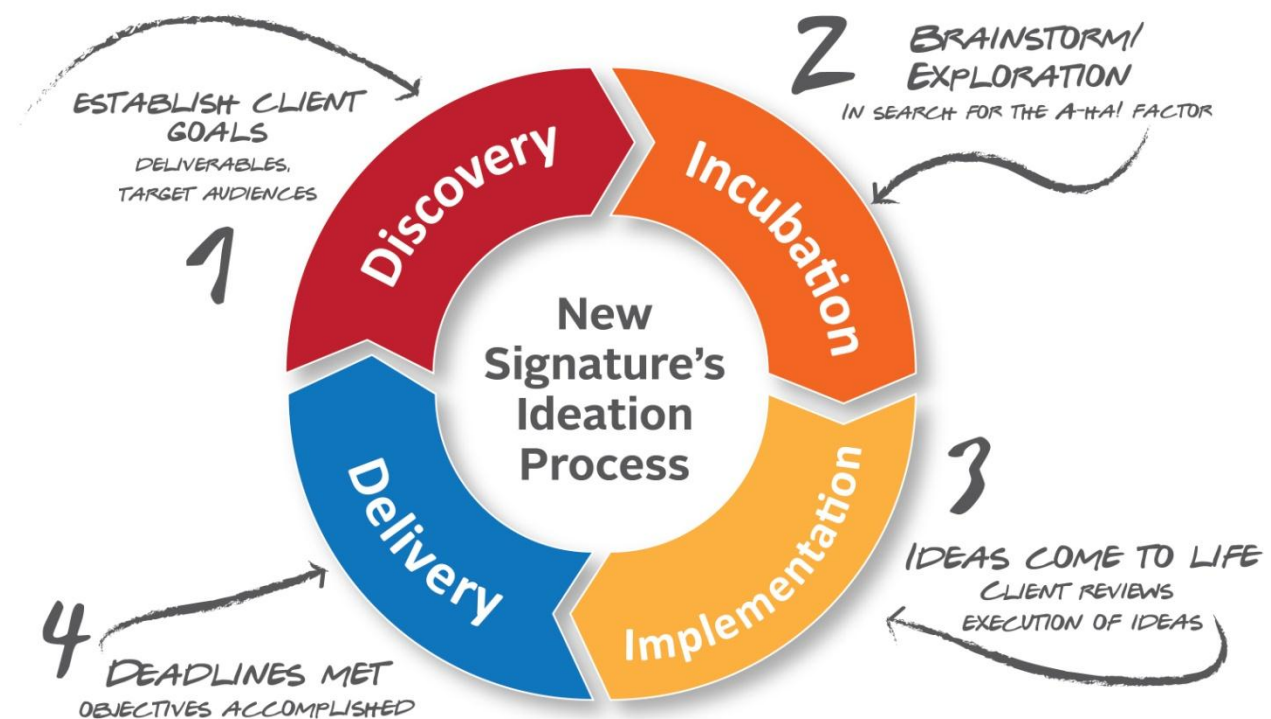
We respectfully submit the following proposal, which includes information about our capabilities, methodology, example projects and other pertinent information for consideration.

Dave Charlton is the designated point-of-contact for all communications regarding this proposal. He can be reached at 202.452.5923 extension 315, or via e-mail at DCharlton@newsignature.com

II. Approach and Methodology

We approach each project as a true collaboration in ideation -- the process of creating new Ideas. We offer our expertise and guidance whenever needed to ensure that the entire process is as smooth and enjoyable as possible. New Signature's commitment to quality is with you from concept through to post-implementation support so you can sleep well both during and after the development process.

We believe the ideation process begins the moment we connect with our clients. Our goal is to provide strategies and solutions that go beyond the expected. To make sure we deliver, we embrace the ideation process. Through this process listen hard to our customer's goals (and then listen again).



Management Approach

We approach each client engagement using a documented set of policies, processes, and procedures. Each client is assigned a project manager who acts as the primary point of contact for your organization. This project manager guides the project team through the development process to ensure timely and high-quality completion. The New Signature team uses a comprehensive set of checklists, tasks and procedures that are tailored to each client. Our approach also includes co-location of all team members to encourage collaboration. In addition, daily project status meetings are held that focus on answering three questions: (a) "What have you done since yesterday?"; (b) "What are you planning to do today?"; and (c) "Do you have any problems preventing you from accomplishing your goal?". This transparency and daily review of progress mitigates risk and ensures that close management of the project occurs at every stage. Behind the scenes the project manager coordinates with the executive team to ensure service quality. New Signature utilizes many technologies to manage projects, including: Subversion

(revision control system), Fogbugz (issue tracking and scheduling), Microsoft SharePoint (knowledgebase), and Microsoft Project (project and resource management). These systems allow us to systematically manage complex projects.

Development Process

New Signature will guide CIS through the following discovery, planning, design and production process. Adhering to this process will ensure a successful outcome. Our process starts with Phase 0. New Signature's goal in this analytical phase is to define features concretely, determine technology integration specifics, and prioritize features so that investment is made in those areas that will provide the greatest return on investment for CIS.

- Phase 0
 - Strategic Analysis and Planning
 - Information Architecture
 - Wireframes
 - Technical System Design
- Phase 1
 - Graphic and User Interface Design
 - Content Creation
 - Implementation
 - Testing
 - Training and Documentation
 - Launch
 - Post Launch Support and Maintenance

In the sections below we discuss the different portions of this process.

Strategic Analysis

In this stage, New Signature works with CIS staff and stakeholders to gather as much information as possible about how they believe the new site should function. Where possible, and budget permitting, we also like to involve representative end-users (i.e., current or potential readers) in these discussions to learn more about how they will use the site. Involving end-users in the strategic analysis stage of the process can provide new insights, and/or validate our client's choices and strategies. We also use analytics tools such as Crazy Egg and ClickTale to study visitor experience.

After gathering this data New Signature will then produce a qualitative analysis of our findings with recommendations that are expressed through the information architecture and wireframes. During this portion of the process New Signature will work with CIS to define the requirements for specific site functionality such as a wiki, blogs, videos, social bookmarking, search, newsletter, mobile device accessibility, and other such features. We will work with CIS to expose the various options available to you. The data we gather will also be used later to inform the choices made in developing the graphic design of the website, content choices, functional recommendations, and technology choices.

Information Architecture

New Signature will work to further define and refine CIS information architecture. Our focus in this phase is to make content easily navigable. New Signature works cooperatively with our clients to help them define their information architecture so that users can find information/functions quickly and easily. Our goal is to limit to three or less the number of "clicks" users must perform to reach their first destination on the site.

Wireframes

New Signature's goal is to make sure we document the necessary details to make a project functionally accurate in the annotated wireframes we produce. However, it can be difficult to focus people on function instead of design. As such, we focus on producing wireframes that are quick to build and look good, but that aren't over designed, so we can keep our audience focused on the functional specification. This process enables us to get feedback early on in the project by doing quick wireframes. One benefit of this wireframing process is that it helps prevent going down the wrong path and requiring expensive rework late in the process. The process also creates a detailed blueprint of how the system should behave to guide our programmers.

Technical System Design

During the technical system design phase of the project, the functional requirements are synthesized and New Signature uses these to select the appropriate technologies to use for implementation. Our technology selection process takes into account anticipated future uses of the website to ensure that the system design is a scalable one. Building a website can be compared to the process of building a house. If the foundation is built without taking into account the need to eventually add an additional floor or an extension to the house, you may have to rebuild the entire house when it comes time to add on to it. Similarly, if a system is designed without taking future functionality into account, you may find yourself in the position of rebuilding from scratch to accommodate said future functionality.

Graphic and User Interface Design

This stage typically begins after the information architecture, wireframes and technical system design has been finalized. New Signature develops the graphical interface that will represent CIS on the web and the mechanisms through which the end user will navigate and interact with the site. New Signature will develop multiple concepts of the new website and work with CIS through multiple rounds of revisions to create a unique and powerful design. This design will emphasize usability, but also provide an attractive web presence for CIS.

New Signature can explain the pros and cons of creating an accessible site that complies with the U.S. federal government's Rehabilitation Act Section 508 and/or priority levels 1, 2 and 3 of the World Wide Web Consortium's (W3C) Web Access Initiative. It is possible to develop a site so that even users with visual, hearing, motor, or cognitive impairments can access the site and all of its features without substantial barriers. Many companies choose not to invest in producing sites that adhere to these standards, but it is an option that should always be considered.

New Signature understands the importance of maintaining a professional and clean look and easy to use navigation. New Signature will focus on developing a website design for CIS that uses color, font and layout to stand out more, communicate effectively and ultimately be memorable.

Content Creation

It is important for CIS to begin preparing any new content, or updating existing content as early as possible in this process. An important component of this process will be the definition of the site's "content classes". Example content classes might be "blog," "agency," "issue," or "news." For each content type, we will need to determine a list of fields or attributes. As an example, a basic news story might have a headline, subhed, byline, body text, and publication time/date.

Implementation

Development Environment

In order to facilitate the rapid development and deployment of the CIS website New Signature will setup a development server and utilize a version control system for all programming code. New Signature will use our own hardware and software to setup this robust development environment. The New Signature development team

uses the Subversion (SVN) version control system to automate version control and configuration management. New Signature's use of version control improves communication among our developers, protects files during rapid development, enhances development workflow, improves the quality of the product, and saves time by improving productivity and reducing likelihood that defects will be introduced into the system. Another standard component of New Signature's development environment is the bug-tracking system FogBugz. We use FogBugz to track all of our bugs, issues, features, and customer requests.

Programming, Customization and Templating

During this phase New Signature will customize the base technologies that were selected in the design phase. This includes some amount of custom programming. In addition, during this phase we will merge the graphical design with the functionality by creating templates. For example, New Signature uses Cascading Style Sheets (CSS) to separate the underlying structure of the data from its presentation. Developing websites in CSS also allows pages to load more quickly, compatibility with multiple platforms and devices, and improved control over page display.

Search Engine Optimization

We work with our clients to ensure optimal search engine optimization (SEO) when building websites. SEO has as much to do with your websites' content as it does the website's organization and programming. There is no silver bullet that will immediately move a website to the top of search results, but New Signature will ensure that your website is built in such a way that search engines will be able to read your content. We do this by following best practices that allow us to maximize the presence of your website in the major search engines like Google, Yahoo, and Bing.

Testing

Thorough testing is an integral part of New Signature's approach to website development and one of the final phases. We test the Internet-based systems we develop for browser compatibility, HTML syntax and CSS validation, and functional operation and accuracy. Each of these different test areas enable New Signature to ensure that the systems we develop are bug-free, meet client expectations and fulfill end users' functional and aesthetic needs. New Signature performs both automated and manual testing on the websites that we develop.

In the case of the the CIS website, we recommend browser optimization for the following platforms/version:

- Internet Explorer (versions 7.x and 8.x),
- Firefox (version 3.x), and
- Safari (version 4.x).

We will also test the site to ensure that it is functional in:

- Opera (version 10.x), and
- Chrome (version 5.x).

We no longer recommend testing or optimizing websites for Internet Explorer 6. We can do so if a client requires this level of backwards compatibility. However, it is important to note that this effort will increase the prices quoted in this proposal.

Training and Documentation

We will work with you to ensure that the various members of your organization fully understand how to use the content management system and are comfortable utilizing the system to its fullest capacity. We find that the average layperson can gain a solid understanding of how to use the Drupal publish platform to perform content entry tasks in 2-3 group training sessions (when paired with regular use of the system). We prefer to limit training

groups to a maximum of five attendees to ensure an optimal training environment that encourages dialogue between the trainer and trainees.

We can provide training sessions in-person or remotely using the Citrix GoToMeeting service. Using the GoToMeeting service a New Signature trainer can share, present and collaborate in real time with trainees anywhere in the world. This service supports both Mac and PC platforms, so trainees can participate using their preferred operating system.

New Signature takes pride in our professional approach to client education and training. We constantly work to improve our training methodology, and two of our staff members are CompTIA Certified Technical Trainers (CTT+) who focus on improving how we deliver training to clients. CompTIA CTT+ is an international, vendor-neutral certification that covers core instructor skills, including preparation, presentation, communication, facilitation and evaluation in both a classroom and virtual classroom environment.

Depending on client budget and requirement, New Signature can also provide documentation that includes system documentation (typically in the form of a database schematic, data dictionary, or basic administration guide) and a user guide for client staff that need to interact with the administrative functions of the website. This documentation is written to help our clients understand and use the software application or website. There is also a large quantity of free and commercial documentation on the Drupal publishing platform available in the marketplace.

Hosting

New Signature does not offer hosting services. We work with third parties whose business is to provide hosting. Our customers have direct relationships with these vendors, although we can manage the relationship should our customer so desire.

We generally recommend that clients procure a managed hosting solution. Managed hosting can be for a dedicated or virtualized server environment. By selecting managed hosting clients are able to rely on the hosting provider to manage the network, hardware, and software stack infrastructure 24/7/365 as part of the hosting costs. Managed hosting typically includes the following services:

- Network Management
- Managed Backup
- Managed Firewall
- OS Hardening
- Patches & Updates
- Proactive Monitoring

We primarily work with five hosting providers depending on the needs and budgets of our customers:

- DreamHost (www.dreamhost.com)
- Media Temple, Inc. (www.mediatemple.net)
- Superb Internet Corp. (www.superbhosting.net)
- Carpathia Hosting, Inc. (www.carpathiahosting.com)
- Rackspace, US Inc. (www.rackspace.com)

Launch

New Signature works with our clients to ensure a smooth launch. We build a detailed launch plan that plans out each step in the process and who is responsible for that step. We will perform a trial run of this process and ensure that the steps work as prescribed. This approach minimizes the chances that an unexpected event will occur and

disrupt the process. We also plan for rollback as a contingency if there is a problem that results in the inability to launch as planned. Our goal is to ensure that the website(s) go live and as planned.

Post Launch Support and Maintenance

New Signature works with many of our clients to provide ongoing support for their web properties and can provide this same high level of support to CIS. New Signature prides itself on being able to provide our clients with responsive service. New Signature can provide ongoing support at our standard hourly rate of \$130 per hour for any labor performed on Monday through Friday between the hours of 9am and 5pm. For labor that is performed, at your request, after hours or on the weekend is billed at our emergency rate of \$180 per hour.

New Signature is available to make functional changes, structural/layout changes, design changes or content changes to the CIS website should this assistance be required. In addition, we are available to provide ongoing support of any marketing initiatives. The cost associated with this type of support is hard to estimate as these costs are based on usage, which can vary greatly based on the project and the level of New Signature's involvement. The same team that has been selected to redesign your website will be available for this ongoing service.

New Signature also offers three managed services that can help protect your investment: CMS Defend (patching), Website Watch Tower (monitoring) and Website Safe Deposit (backups).

Technical Approach

Based on New Signature's current understanding of the CIS website redesign project, we would likely recommend continuing to use Drupal as the underlying CMS. Drupal is a powerful open source content management system that New Signature frequently uses as a basis for the innovative websites that we build. It has a very flexible and powerful set of capabilities for supporting a wide variety of content, engaging and dynamic page displays, complex content relationships, visitor engagement, and secure access control. Drupal is a free open-source software package that is distributed under the GPL ("GNU General Public License") and is maintained and developed by a community of thousands of users and developers.

New Signature provides professional Drupal development and support services, including custom module development, and have used Drupal to power a diverse set of sites including community web portals, news aggregation sites, corporate websites, intranet applications, blogs, multimedia sites, and social networking sites. New Signature is an active member of the Drupal community and contributes in a variety of ways. For example: 1) we work with the community on bug fixes, feature improvement; 2) we have developed contributed modules; 3) we are a member of the Drupal Association; and 4) we were a corporate sponsor of DrupalCon DC 2009 and DrupalCon Chicago 2011.

III. Estimated Project Costs

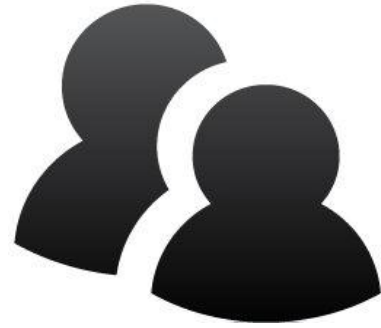
New Signature submits a fixed-fee proposal of \$4,500 for Phase 0 and \$25,500 for Phase 1. New Signature understands that CIS cannot spend more than \$30,000 to complete of the project and we are prepared to work with the CIS team to assure that choices made during Phase 0 will keep the project within the maximum budget.

Below is our line-item detail of the estimate for Phase 1 for CIS to review. These estimates have been developed based on our current understanding of the CIS website redesign project, and on our experience with past projects of a similar scope. We have not included any hardware, software licensing, or third party service costs in the Phase 1 estimate as these are extremely variable depending on the choices made by CIS

Phase 1 Task Estimates	Hours	Rate	Cost
Graphic and User Interface Design			
Home page			
Home page design concepts x 2	12	\$ 130.00	\$1560
Revisions x 3	3	\$ 130.00	\$390
Inner pages			
Inside page designs	2	\$ 130.00	\$260
Revisions x 3	3	\$ 130.00	\$390
Implementation			
Home page	26	\$ 130.00	\$3380
Focus Pages x 4	17	\$ 130.00	\$2210
Get Involved (static - mutiple blocks)	2	\$ 130.00	\$260
Experts (grouped and sorted lists)	4	\$ 130.00	\$520
Research - Programs and Projects (summaries and links)	9	\$ 130.00	\$1170
Events (calendar widget, lists)	4	\$ 130.00	\$520
People (sorted and grouped lists)	4	\$ 130.00	\$520
About Us (static)	2	\$ 130.00	\$260
Disclosures (static)	2	\$ 130.00	\$260
Cases (grouped lists)	4	\$ 130.00	\$520
Publications (list)	4	\$ 130.00	\$520
Multimedia - Youtube (lists w/featured)	6	\$ 130.00	\$780
Academics (static links with subnav)	2	\$ 130.00	\$260
News (list)	4	\$ 130.00	\$520
Contact (forms with sitepal)	4	\$ 130.00	\$520
Comments w/spam control	8	\$ 130.00	\$1040
Print friendly pages	8	\$ 130.00	\$1040
Taxonomies	2	\$ 130.00	\$260
Access control for admin, blogger, and guest blogger	4	\$ 130.00	\$520
URL shortening	4	\$ 130.00	\$520
Update current site to latest	6	\$ 130.00	\$780
Content migration	16	\$ 130.00	\$2080
Training and documentation	4	\$ 130.00	\$520
Project management, testing, and deployment	30	\$ 130.00	\$3900
Total	196	\$ 130.00	\$25480

IV. Project Team

New Signature's creative division is composed of formally trained strategists, software engineers, and visual and user interface designers. All members of the division are full-time employees. The division's experts have an average of 10.5 years of professional experience and an average of 2.6 years of tenure at New Signature. Creative Team members are a diverse group of individuals that have different interests, experiences and backgrounds. We thrive on challenging projects, problem solving, customer service, continual education and innovation, and a dedication to quality.



The designated project leader for CIS is Craig Zingerline. Dave Charlton and Christopher Hertz will be attached to the team as strategic advisors. The implementation team will be made up by Jason Senich, Emilio De Lazzari, Andrew Marcus, Eric Fidler, Tzeitel Sorrosa, Seamus P. H. Leahy, Ben Byrne, and Kelli Monahan. This team has won top honors at the Webby Awards, W3 Awards, Communicator Awards, Interactive Media Awards, Web Marketing Association Web Awards, and Davey Awards.

Please review the following biographies for more information about the team recommended for the CIS project. Naturally, the full New Signature Creative Services team is available to assist as needed.

Craig Zingerline, Strategist

Craig Zingerline provides marketing, strategy, and technology consultation to New Signature's clients. Craig has spent the last decade helping small to medium sized businesses create or improve their online presence through strategic use of solutions and technology. Craig began developing Internet-based applications while in college and has been involved in two successful startups, and has also worked for, or consulted with, dozens of larger firms.

Craig joined New Signature from UPTHOUGHT, Inc.—a full-service web solutions company focused on delivering high-quality websites and web applications that he co-founded in 2005. Before co-founding UPTHOUGHT, Craig was a lead software architect at enContext Solutions, Inc., a software engineer at e-Dialog, Inc., and a lead application developer at Advanced Media Productions. Starting in 2001 Craig was also a part-time web design and development instructor for Clark College's Continuing Education departments based in Framingham and Braintree, MA.

His areas of expertise include online marketing and strategy, custom website and web application development, standards-based front end development, open source content management systems, and community driven websites. His technical experience includes XHTML, CSS, XML, ColdFusion, J2EE, PHP, Ruby on Rails, JavaScript, AJAX, Drupal, WordPress, Joomla/Mambo, MySQL, Oracle, and MS SQL Server.

Craig earned his Bachelor of Science in Information Management and Technology from Syracuse University.

Dave Charlton, Strategist

Dave Charlton directs the efforts of New Signature's creative team and leads client initiatives. Dave has twenty years of experience in software development and marketing positions with established public companies and startups.

Before joining New Signature, Dave was the chief technology officer of Santeon, Inc.—a business process management software company—where he played a role in setting, and executing, strategic direction and was responsible for scientific and technical initiatives. Prior to joining Santeon, Dave was vice president of product development at InforMax, a global leader in commercial bioinformatics software. There, Dave was responsible for

a multimillion dollar budget and all aspects of product development for the company's award-winning line of desktop and enterprise software for biomolecular analysis. Previously, Dave was the COO and vice president of online strategy for AllHerb.com, the top online retailer in its category. Dave led the effort to build the company from conception, including technological infrastructure, business process design, facilities planning, and team building. Dave was the vice president of technology for All Things Delivered, Inc. from 1996 to 1998, where he was responsible for creating and managing the technological infrastructure of Washington DC's first Internet-based grocery shopping and home delivery service. From 1989 to 1996, Dave held various senior level roles at Intactix International (formerly MarketWare Corporation). As the director of product development at MarketWare, Dave was responsible for all aspects of software development for the firm's market-leading retail space management products.

Dave attended Yale University where he studied mechanical engineering.

Christopher Hertz, Strategist

Christopher has more than a decade of experience providing online communications strategy and web development services to non-profits and businesses. For more than six years Christopher has worked closely with New Signature's customers helping them craft, execute, and evaluate the success of their online strategies and initiatives. He is an associate member of the International Academy of Digital Arts and Sciences and was a 14th Annual Webby Awards judge.

Over the last decade, Christopher has provided strategic technology guidance to a wide range of growing companies, including: HelloWallet.com; Clarity Companies, Inc.; Collactive, Inc.; and NDA Partners—a development partner to biopharmaceutical investors and companies.

Prior to founding New Signature, Christopher was an associate publisher at The Federal Paper. At The Federal Paper, Christopher was a member of the executive management team and focused on information technology strategy and sales. Formerly, Christopher was the CEO and co-founder of Evolving Data Corporation (EDC), an information retrieval company based in Laurel, MD. Before co-founding EDC, he held the position of vice president, technology for AllHerb.com—a vitamins and supplements e-tailer. At AllHerb, Christopher directed technology efforts that facilitated e-commerce, customer service, procurement and fulfillment operations. He started his career at WestLake Consulting Group, a boutique consultancy focused on design and development of Internet-based systems, as a senior consultant before becoming the director of business development.

Christopher holds a master's degree in business administration from the MIT Sloan School of Management and a dual bachelor's degree in information management and technology and anthropology from Syracuse University. While at MIT Sloan, Christopher was co-president of the Graduate Management Society, co-founded the MIT Sloan student newspaper and was a teaching assistant to Professor Jesper Sorensen's Strategic Management course.

Tzeitel Sorrosa, Senior Art Director

Tzeitel is a Senior Art Director and marketing expert who has fifteen years of experience leading comprehensive marketing communications campaigns, developing creative visions and themes, and managing highly efficient teams to ensure top-flight client service. She has exceptional collaborative and interpersonal skills; excels in communicating directly with clients to assess goals and determine design requirements.

Amongst her many other talents, Tzeitel is a talented interactive designer who creates website designs that consistently surpass expectations while engaging audiences with rich experiences. Her goal is to create brands and website designs that capture an organization's distinct culture and character, tell a story, and achieve the client's online communications goals. She also works with clients on a variety of other projects including advertising, e-

communication, and multimedia and video. Tzeitel has a diverse multicultural background with experience traveling and inhabiting numerous countries and possesses a global perspective of a variety of cultures.

Tzeitel's professional experience includes being a Senior Art Director at Navigant Marketing, Creative Director at The Jeffrey Group, Art Director at Travel One International, Senior Designer at Elite International Realty, and Junior Art Director at Publicis Sanchez & Levitan. She has produced work for a number of notable brands including Sony, Hard Rock Hotel, Gran Meliá Hotels and Resorts, Baptist Health, Taca Airlines, Royal Caribbean International, Wyndham Hotel Group, Ramada Worldwide, Mercantil Commercebank, and Fox Sports en Español.

She earned her Bachelor of Arts in Studio Arts from Boston College. She was a Semester Overseas Scholarship recipient through Studio Arts Centers International and Syracuse University, Florence, Italy. She has also taken courses in Filmmaking and Travel Journalism through the Travel Channel Academy, earned a Computer and Technology Training Certificate from the University of Miami, and completed a Computer Graphics Program from the Miami AD School. She is a member of AIGA, DC—the professional association for design and is trilingual in English, Spanish, and Italian.

Seamus P. H. Leahy, Sr. User Interface Developer

Seamus is a Senior User Interface Developer who focuses on the design of a rich user experience (UX) for Internet applications and the translation of this UX into practice through the eloquent use of CSS, XHTML, JavaScript, CMS themes, and various frameworks. He is well versed in web technologies and uses this expertise to inform the UX design choices when creating new visual designs or interfaces for websites. He also designs and themes for other outreach platforms such as advocacy toolsets and email newsletters.

Prior to joining New Signature, Seamus was a Web Manager at Americans United for more than three years. At Americans United, Seamus acted as project lead for the website's redesign and major CMS migration. He also worked to substantially improve the information architecture of the website improving ease-of-use and accessibility. Earlier in his career he was a Production Assistant at New Media Studio, and a Web Developer Intern at Ameritrade.

Seamus earned his Bachelor of Science in Computer Science from University of Maryland, Baltimore County. He is a Phi Beta Kappa Honor Society member and is credited in the O'Reilly CSS Cookbook for co-creating the Leahy/Langridge Image Replacement technique.

Jason Senich, Principal Software Engineer and Client Manager

Jason Senich is a Principal Software Engineer and Client Manager at New Signature. He is also an expert on the customization and extension of content management systems, including Drupal, eZ Publish, and WordPress. He joined New Signature in 2003 as a Sr. Software Engineer and been a critical member of countless New Signature projects since then.

Before joining New Signature Jason was a systems analyst and senior programmer at TMA Resources—a leading association management software company. In his more than two year tenure at TMA Resources, Jason led the development of several major releases of TIMSS, TMAR's e-Business suite for associations and was responsible for the introduction of two new e-commerce components to this product: TIMSS OnSite and TIMSS Remote. Jason also played a significant role in developing TMAR's next generation of software products using Microsoft's .NET technologies.

Prior to working for TMA Resources (TMAR), Jason was the systems administrator and lead developer at Evolving Data Corporation, a company specializing in the storage and retrieval of statistical data. In addition to managing the IT infrastructure, Jason was the primary system architect and was responsible for the full life-cycle of development for the company's flagship product, the Exchange. Before joining Evolving Data Corporation, Jason

worked at an e-commerce company, AllHerb.com, that sold vitamins and nutritional supplements. At AllHerb Jason was a senior IT specialist who focused on general IT support, systems administration and custom application programming.

Earlier in his career Jason was a senior web developer at Votenet Solutions, a company providing technology solutions in the public policy and politics market. During his time at Votenet, Senich was a senior member of the consulting team of the company, developing complete web systems for clients such as the Mark Warner Virginia Gubernatorial campaign, the University of Virginia, American Trauma Society, and the United Food and Commercial Workers International Union (UFCW). Jason also was the technical lead in the development of several new software products developed and distributed by Votenet Solutions.

Jason holds a B.S. in Information Management and Technology from Syracuse University and is a Microsoft Certified Application Developer (MCAD) for Microsoft .NET.

Emilio De Lazzari, Principal Software Engineer and Client Manager

Emilio De Lazzari is a Principal Software Engineer and Client Manager at New Signature. Emilio has twenty years of experience as a programmer, technical instructor and team leader. His experience includes a wide range of technologies including multiple programming languages, database systems and application servers.

Prior to joining New Signature, Emilio was the director of EDL SOFTWARE SAS, which he founded in 1996 and was based in Pistoia, Italy. EDL produced software products and provided web services for small and medium sized businesses in Italy. AT EDL Emilio played the role of team leader, client manager, systems architect and programmer on a wide range of projects. He also maintained a Linux server environment that hosted more than 100 domain names and managed a wide variety of services for clients including webmail, pop3, imap, http, ftp, ssh, database, and video and audio streaming. Starting in 2002 Emilio was also a part-time computer science teacher at the Istituto Statale Filippo Pacini. Prior to founding EDL, Emilio was a system programmer and team manager at Scali Automazioni.

Emilio earned his BA in Computer Science from Roosevelt University in Chicago, Illinois where he won a full academic scholarship and graduated with honors. Emilio also has a technical school diploma in electronics from the Leonardo Da Vinci Institute of Technology and Industry. Emilio is fluent in English and Italian; he also speaks French and German.

Andrew Marcus, Principal Software Engineer

Andrew is a Principal Software Engineer at New Signature. His experience includes application development, web application development, 2D and 3D geographic information systems mapping, service-oriented architectures, semantic web technologies and software architecture. His programming expertise includes Java, C#, PHP and Perl.

Before joining New Signature, Andrew was a software engineer at Northrop Grumman for close to five years. At Northrop Grumman he served as the technical lead on a number of research and development projects. He also provided guidance and leadership on numerous infrastructure and user-interface projects. For example, he served as a technical advisory engineer during system and software design of an airborne multi-sensor collection system. Earlier in his career Andrew was a programmer trainee at the European Registry for IP Addresses' Network Coordination Center in the Netherlands. He also was a computer technician at BaySys. He started his career as a senior web developer at Cinema Confidential where he designed and developed automated features and a news and movie database using PHP.

Andrew earned his B.S. degree in computer science from Cornell University's College of Engineering. While at Cornell he spent a semester at Ludwig-Maximilians Universität in Munich, Germany. From 2001 through 2003 he was a course consultant for course EE/CS 314—an engineering course in MIPS architecture and basic microprocessor design. Andrew is fluent in German and passed the DSH—a rigorous German college-level language exam.

Eric Fidler, Sr. Software Engineer

Eric is a Sr. Software Engineer at New Signature. His professional experience encompasses programming, graphic design and website development. He is a PHP expert and has earned the Zend Certified Engineer certification—an internationally-recognized PHP certification established by Zend Technologies. His technical expertise also includes ASP.NET, C#, JavaScript, XML, AJAX, CSS, HTML, SQL, and CAML. He also has worked extensively with geographic information systems.

Before joining New Signature, Eric was a contractor working for the IRS Office of Chief Counsel developing a SharePoint Intranet, including Wiki, automated site index and job posting announcement system. He also developed a style guide based on Section 508 and web design best practices, and created extensive software documentation. Prior to his work at the IRS, Eric worked at the National Institute for Medical Informatics' Medical Media Lab at Washington Hospital Center. In this role, Eric developed cutting-edge prototype technologies for emergency room healthcare. This technology development was typically aimed at automating processes and safely manipulating patient data. Eric's professional experience includes a stint as an entrepreneur. From 2002 to 2003 he ran Tangerine Unwired, Inc.—a tech start-up company devoted to 802.11 (wifi) deployment and security consulting that established a public node in Bethesda, MD. He also redesigned and maintained the Friends of Connie Morella for Congress website as a freelancer in 2002.

Eric earned his B.A. in philosophy from the University of Maryland College Park and is a member of Mensa and the Sigma Phi Epsilon fraternity. Eric has a working knowledge of Latin and French. Eric is a Zend Certified Engineer—an internationally-recognized PHP certification established by Zend Technologies.

V. Corporate Experience

New Signature's creative division combines strategic thinking, distinctive design, and emerging technologies to deliver innovative solutions that consistently break new ground. In 2009 and 2010, our solutions won top honors at the Webby Awards, W3 Awards, Communicator Awards, Interactive Media Awards and Davey Awards.



Nonprofit Experience

New Signature has extensive experience working with dozens of nonprofit clients, ranging from small organizations with a local presence to larger multi-national nonprofits. We understand the unique challenges that nonprofits can face. One example of New Signature's commitment to nonprofits is through our membership in NTEN: The Nonprofit Technology Network. New Signature shares NTEN's aspiration to a world where all nonprofit organizations skillfully and confidently use technology to meet community needs and fulfill their missions. As such New Signature supports this mission through our membership and participation in the community. As a member we share the common goal of helping nonprofits use all aspects of technology more effectively to work with greater social impact. Together with NTEN we work to enable our nonprofit clients to strategically use technology to make the world a better, just, and equitable place.

Client List

- Affordable Housing Tax Credit Coalition
- Alliance for American Manufacturing
- Alliance for Excellent Education
- AllWorld Language Consultants
- American Association for the Advancement of Science
- American Constitution Society
- American Security Project
- Andrew Gumbel
- Campaign for Consumer Rights
- Carmen Group
- Center for a New American Security
- Center for American Progress
- Citizens for Responsibility and Ethics in Washington
- Columbia Enterprises
- Combating Terrorism Center at West Point
- Consumer Watchdog
- Crystal Pools
- CUNY - John Jay College of Criminal Justice
- Darwin Apparel
- Dodging Diabetes Charity Dodgeball Tournament
- Dutko Worldwide
- e21
- Education Voters of America
- ENOUGH Project
- Foreign Policy Initiative
- Food & Water Watch
- Genocide Intervention Network
- Golden Triangle Business Improvement District
- Heather Podesta + Partners
- HelloWallet.com
- Hogan Lovells
- House Committee on Small Business
- Innovation Network
- InsideARM
- Inside Higher Ed
- Law Office of Willis Ritter
- Level Field Institute
- LR Paris
- MDS Law
- Monster.com Government Solutions
- National Alliance for Public Charter Schools
- National Endowment for the Humanities
- National High School Alliance
- National Security Network
- Occasions Caterers
- Partners for Animal Welfare and Safety

- Partnership for Child Health Care
- Prism Public Affairs
- Senior Executives Association
- Stewart and Stewart
- Stop It Now!
- Sudan Divestment Task Force
- Szabo, Zelnick and Erickson
- The Century Foundation
- Trust for America's Health
- Western Progress
- Working America
- Wydler Brothers

Selected Portfolio

Our goal with all websites that we create is to blend stunning visual design, practical usability, and robust functionality to create compelling websites that provide visitors with an exceptional user experience and engage them.

On the following pages, we have provided examples from our design portfolio. Included on the page is the name of the client (and project), a screenshot of the website, a brief description of the project and the primary technologies used to build the website. We also list the awards the website has won and include testimonials from the client.

Food & Water Watch's "[Spill the Truth](#)"



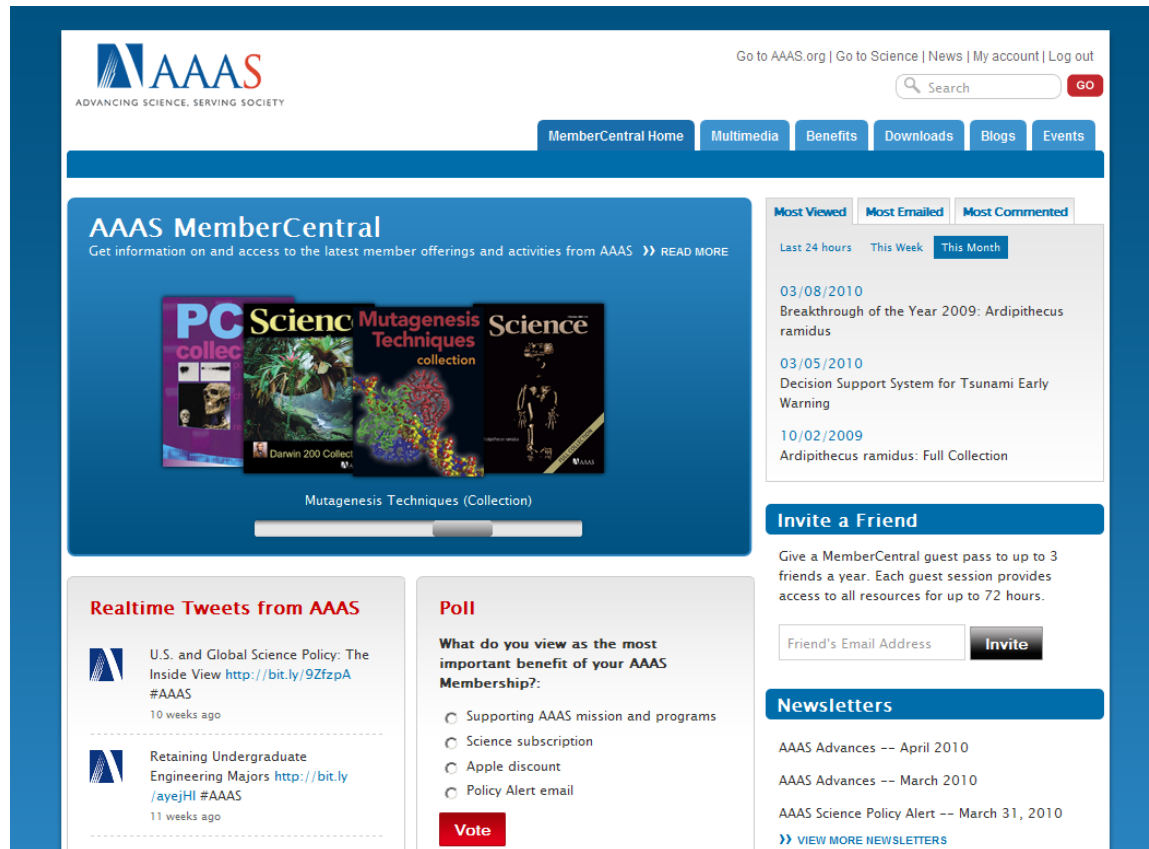
In the wake of the Deepwater Horizon disaster, Food & Water Watch turned to New Signature to design and build the Spill the Truth campaign website. The goal was to generate media attention and to motivate visitors to tell President Obama to shut down the BP Atlantis oil platform. Food & Water Watch used the website to earn media coverage, including Rachel Maddow and a very powerful 2.5 minute segment on CNN that was featured on the CNN.com homepage on June 16th. To maximize engagement, New Signature used our WP Jalapeño WordPress plugin to embed a DIA Salsa Action form adjacent to the homepage video. This powerful presentation resulted in more than 14,500 actions—3,750 of these by new supporters. Visitors to the website also spread the word via email and social networks, and donated to Food & Water Watch.

Technologies: WordPress, DIA Salsa, PHP, MySQL, CSS, HTML, and JavaScript

"Food & Water Watch needed a critical campaign site to highlight the work we were doing to protect the Gulf from a worse spill than the Deepwater Horizon crisis—and we needed it fast. New Signature came on board, got to the point, started development and design and had suggestions immediately. The very first design wowed us all and the functionality was perfect. In addition, they connected us with other allies who were also high performance. In the end, New Signature came in on time, on budget and with an important website for a devastating issue. In the following days, they continued to support us with 5 star customer service. We are very appreciative."

Royelen Lee Boykie, Director Digital Strategy
Food & Water Watch

American Association for the Advancement of Science's MemberCentral



New Signature was brought in to strategize and execute on a large scale Drupal implementation for AAAS and Science Magazine's member portal—MemberCentral. With competition for readership increasing from online publications, AAAS wanted both a new mechanism to showcase additional content and multimedia to its over 100,000 members as well as engage potential new members and inspire them to join. By creating new content and multimedia and by syndicating content from their many publications, they are able to provide an extensive set of resources that members can consume through MemberCentral. New Signature implemented the Solr search platform to provide powerful full-text search, hit highlighting, faceted search and rich document handling. In addition, New Signature designed and built a paywall that effectively engages potential members to subscribe, driving up revenues and ROI.

New Signature worked with AAAS to define the requirements for the project, including providing strategic direction on how best to captivate their two sets of audiences. We built an information architecture and an extensive set of wireframes that once finalized, were used as the blueprint for both the design direction and development of the project. Due to the large size of the project and relatively fast turnaround time, we coordinated with AAAS to begin the content creation and editing process as soon as wireframes were approved. We then built out the website in parallel and brought it to a testing phase within four months.

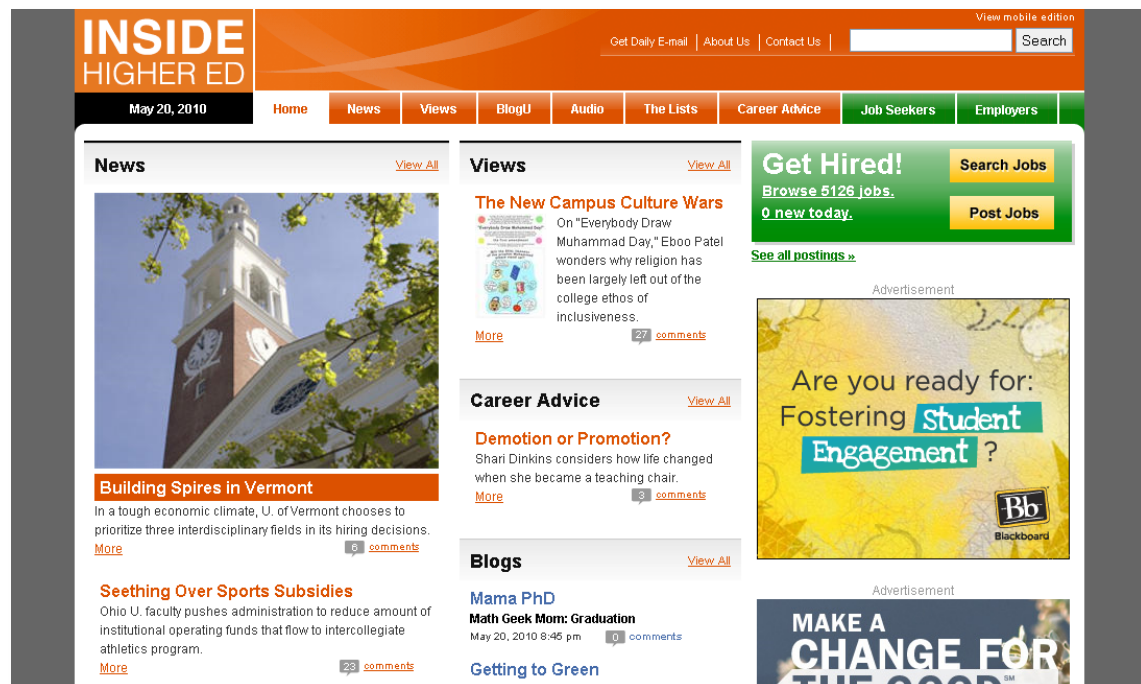
Some of the technical challenges we faced included integrating MemberCentral with a custom instance of OpenID – which was the first time the organization worked with OpenID. New Signature collaborated

with AAAS to ensure that the new workflow for MemberCentral user registration was seamless, and had to dually hook into a proprietary user management system that fed OpenID its membership data – including account expiration dates and other user information. The application also allows for members to invite friends and family into MemberCentral for 72 hours of unlimited access, and each part of the website – including emails that get sent out to subscribers and invitees, content, multimedia and user management – are configured and customizable through Drupal. Because New Signature invested time in creating extensible custom modules for AAAS, the organization does not need to approach us for any part of content management, user management or even configurations within the application.

Technologies: Drupal, Apache Solr, PHP, MySQL, CSS, HTML, and JavaScript

“Our experience with New Signature has been outstanding from start to finish. Their overall technical acumen and execution are first rate and their commitment to customer service has made working with the New Signature team both pleasant and productive. I cannot recommend them highly enough.”

Ian King, Director of Marketing and Membership
American Association for the Advancement of Science



2009 Davey Awards Silver Award

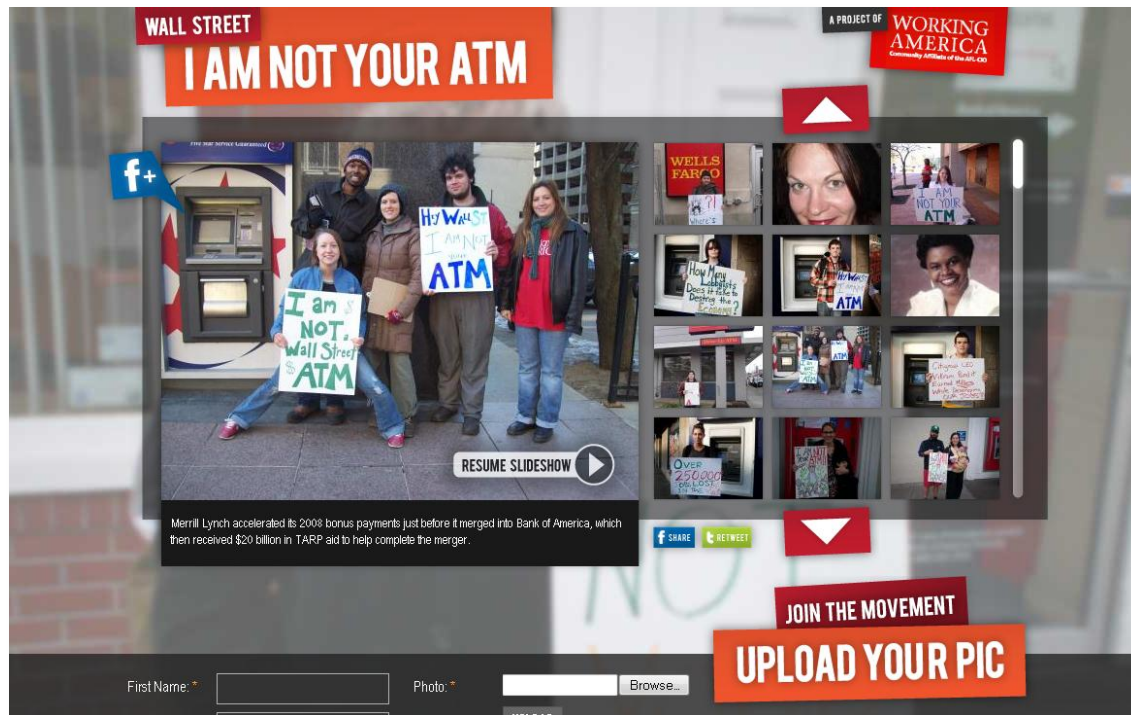
New Signature designed the information architecture and built a robust platform that supports more than 100,000 pages of content. New Signature created a website that provides the visitor—whether an adjunct or a vice president, a grad student or an eminence grise—with easy access to what they need to thrive in their job or find a better one: breaking news and feature stories, provocative daily commentary, areas for comment on every article, practical career columns, and a powerful suite of tools to help higher education professionals get jobs and colleges identify and hire employees. The website also acts as a platform for revenue generation through advertising, job postings, and audio conferences. Our efforts have helped Inside Higher Ed become the online source for news, opinion and jobs for all of higher education. The website has also been built using a scalable architecture that utilizes a load balance server cluster to handle the surges of traffic that occur during periods of peak utilization.

Technologies: eZ Publish, eZ Flow, PHP, MySQL, CSS, HTML, and JavaScript

“As a small organization with big ambitions, Inside Higher Ed has found New Signature to be an outstanding development partner. From working with us to create a simple but compelling site design, to creating terrific functionality that keeps our readers engaged with our content, to quickly solving problems as they crop up, New Signature is always there for us.”

Kathlene Collins, Publisher
Inside Higher Ed

Working America's "[I Am Not Your ATM](#)"



2010 Gold Communicator Award, and 2010 Outstanding Website Web Marketing Association Award

New Signature designed and produced this campaign website for Working America—a community affiliate of the AFL-CIO in one week. New Signature employed our process driven approach to quickly map the information architecture, create wireframes, visual design, execution and then launch. The website is powered by the Drupal publishing platform and the JQuery JavaScript library (no Flash is used). This interactive website empowers visitors to send a message to Wall Street by uploading their photos and associated comment for inclusion on the website. Uploaded photos are placed in a Drupal moderation queue and website editors can review, edit and publish these photos. New Signature tightly integrated the website with Facebook to allow visitors to quickly post the picture that they uploaded (or one they really liked) to their wall and share it with their friends—truly leveraging the power of Facebook. This mini-site quickly became one of the most successful mini-sites that Working America had ever deployed and far exceeded Working America's goal of the number of visitors that participated by uploading photos and taking other actions.

Technologies: Drupal, PHP, MySQL, CSS, HTML, and JavaScript



New Signature worked with the Center for a New American Security through our process driven approach to develop this website on an aggressive time table. The key requirement for the Center for a New American Security was a website that could make large amounts of contextually related text and multimedia content easy to manage and highly accessible. The more than 4,500 pages of content on the website are also accessible through a robust search powered by a Google Mini Appliance that New Signature customized and integrated. New Signature built the website on the Drupal publishing platform and used the jQuery JavaScript Library to provide substantial interactivity. We used the concept of topic hubs to provide contextually related information on nearly every page—exposing visitors to the vast array of content in an intuitive fashion. We also worked with CNAS to develop a series of content specific blogs, such as the Natural Security blog.

Technologies: Drupal, Google Mini Appliance, PHP, MySQL, CSS, HTML, and JavaScript

"We have worked with New Signature for the past three years and have been continually impressed by their excellent customer service. The New Signature team always takes immediate action when an issue arises, works efficiently to find a solution, and ensures that the specific needs of our organization and staff are met."

Nathaniel Fick, Chief Executive Officer
Center for a New American Security



2009 Webby Awards Official Honoree, and 2009 W3 Gold Award

New Signature worked with Think Progress editor Faiz Shakir to conceptualize, design and build the new iteration of this extremely popular blog—ranked as the 13th Most Popular Blog in the overall Blogosphere by Technorati. ThinkProgress.org was developed using the WordPress platform and built on a server cluster for high availability and scalability. New Signature conceived and developed a custom WP plugin that allowed the Think Progress community to self police “comment troll” activity. The plugin allowed registered users to flag comments as abusive and based on an algorithm that looked at the reporting and offending users reputation (determined by length of membership and past behavior) the offending user is assigned an abuse score. If the cumulative score for a user exceeds a specified threshold they are deemed a comment troll and their comments (past and future) are automatically hidden from other users, but not from himself/herself. The troll thus continues to post comments and believing they are being disruptive, but in fact are not actually bothering the community.

Technologies: WordPress, PHP, MySQL, CSS, HTML, and JavaScript

“New Signature took the time to understand what I wanted, developed creative concepts to meet my needs, and then patiently worked to incorporate my feedback. Our award-winning site is a testament to both their skills and their service.”

Faiz Shakir, Editor-in-Chief
ThinkProgress.org

National Alliance for Public Charter Schools

National Alliance for Public Charter Schools

Search **GO**

Charter Law Rankings Database
Compare current laws against the Alliance model law >

Get Data, Facts & Information
Find out more about charter schools in the Public Charter School Dashboard >

States	National	Alabama	Alaska	Arizona
White	28,137,112	445,851	83,534	459,996
Black	7,769,812	265,229	6,062	39,149
Hispanic	7,232,940	7,993	4,307	278,732
Asian	1,024,934	4,166	9,109	14,622

National Charter Schools Week
Celebrate National Charter Schools Week in your community
May 2-8, 2010 >

VIDEO:

FEATURE:

National Charter Schools Week (NCSW) Video: 'Wake-Up Everybody'

'Wake-Up Everybody' features key excerpts from the President's Proclamation of National Charter Schools Week. This week of advocacy and public awareness is designed to increase knowledge and understanding of charter schools and how they operate. Click on the player to the left to watch!

THE LATEST

PRESS RELEASE

National Alliance for Public Charter Schools Celebrates National Charter Schools Week and Salutes "Champions"

Washington, D.C. – The [National Alliance for Public Charter Schools](#) will kick off National Charter Schools Week on May 2, hosting activities with charter leaders and supporters throughout the nation. Among the events, the annual Champions for Charters award reception will take place on May 4 in the Capitol Visitors Center, Room 215. [Read more](#)

DAILY HEADLINES

May 3: Top Story - Creating Charter School Success

A New York Times story explores the challenges of creating high-quality charter schools.

In other headlines...

New Signature worked with the National Alliance for Public Charter Schools to overhaul their web presence and relaunch their website. The new website uses more than just words to connect with its audience. Visitors consume content through multimedia vectors, including video, audio, photos, maps, and interactive reports. New Signature built the website to provide editors with a fully customizable layout, a flexible multimedia content management system, and to be social media friendly. The site uses a standards-based approach using a modular programming framework. The website also integrates with the Convio and Salesforce platforms.

New Signature also provides ongoing operational support to the Alliance for Drupal, Convio and Salesforce. In terms of Convio, New Signature is available to Alliance staff to answer questions, provide training, solve technical problems, manage communications with Convio support, perform data import, extract and synchronization and assist in minor customizations. New Signature also collects data from third party sources and integrate this data into Salesforce and Convio. Additionally, New Signature creates Convio Page Wrappers; Stationery, Pages, produces Convio Email Campaigns, Events, and Action Alerts; and performs graphic design work such as the creation of logos and banners to support Convio-based outreach initiatives.

Technologies: Drupal, Convio, PHP, MySQL, CSS, HTML, and JavaScript

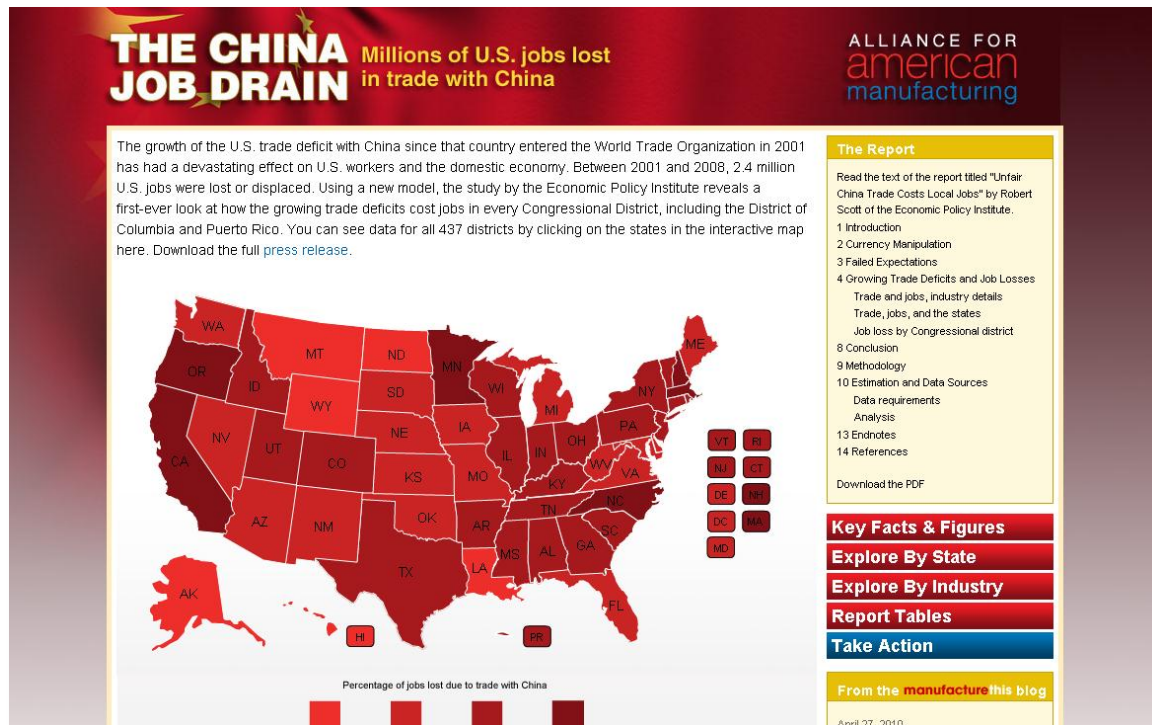
The Century Foundation's "[Inside IRAN](#)"



2010 IMA Outstanding Achievement Award, 2010 Silver Communicator Award, 2010 Standard of Excellence Web Marketing Association Award, and 2009 Davey Awards Silver Award

insideIRAN.org is the ground breaking website that New Signature designed and built for Geneive Abdo, editor of insideIRAN.org, and the director of The Century Foundation's Iran program. insideIRAN.org provides a new, and highly relevant, source for the latest news and information from inside Iran. The website had to be built so that Geneive and a handful of editors could easily add, edit and delete content. None of the content managers had prior experience using a content management system and were not technically savvy. New Signature designed and built the website in only a few weeks using the WordPress publishing platform. Our experts worked with the Century Foundation through New Signature's development process, including pre- and post-launch training. The Century Foundation is a nonprofit public policy research institution committed to the belief that a mix of effective government, open democracy, and free markets is the most effective solution to the major challenges facing the United States.

Technologies: WordPress, DIA Salsa, PHP, MySQL, CSS, HTML, and JavaScript

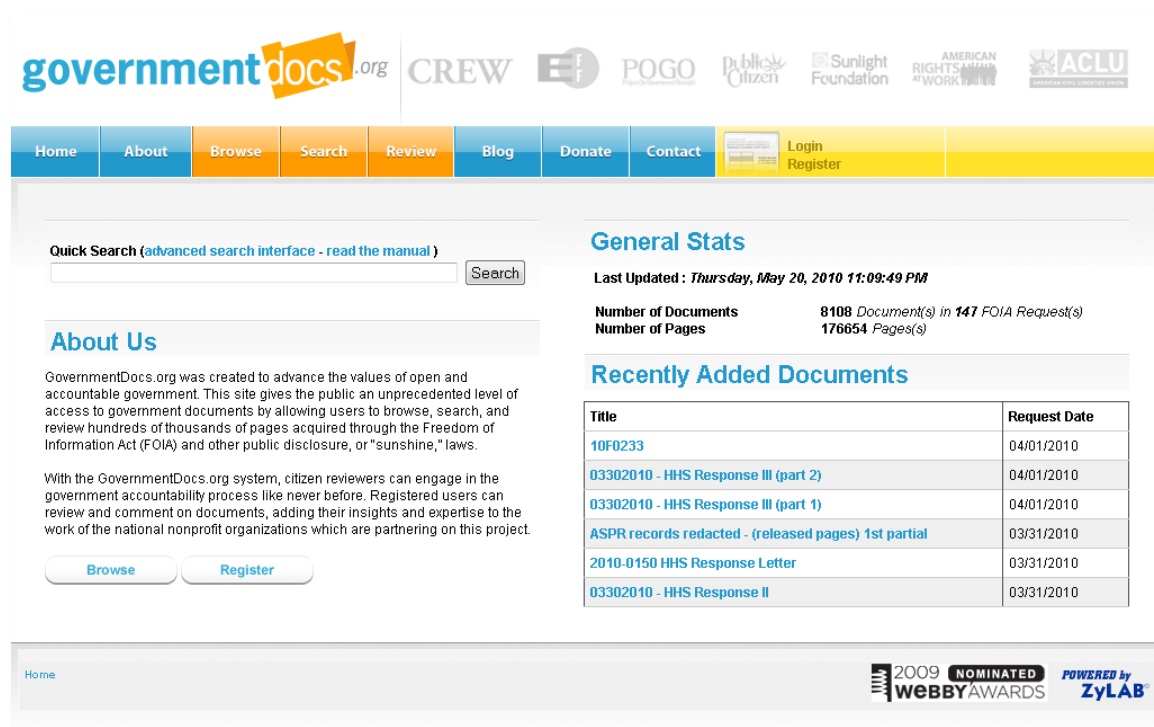


The Alliance of American Manufacturing's China Job Drain website vividly portrays a report commissioned by AAM detailing the number of jobs lost by industry and at the national, state, and regional level since China joined the World Trade Organization in 2001. The "China Job Drain" website features a vast array of interactive charts, graphs, and maps at the national, state, and congressional-district level. All are data-driven, cross-referenced, and hyper-linked to provide visitors with a fluid exploration of job-loss impact across the United States from coast to coast. New Signature employed a variety of technical effects, graphics, and AJAX techniques to present the text of the report and to highlight the regions and industries most greatly affected. New Signature designed the website to help AAM maximize the value of the report and to bring otherwise static data to life. Locking research up in a static PDF for download does not largely improve upon the research publication methods of decades ago. By applying the full potential of the interactive web, visitors can take their own paths of discovery through the facts presented. This ultimately creates a more compelling and influential experience.

Technologies: Drupal, PHP, MySQL, CSS, HTML, Flash, Google Maps, and JavaScript

"The New Signature team was able to take a relatively dry economics report and transform it into a stunning, interactive site. The data are presented in such a comprehensive and exciting way that you want to visit the site again and again. We couldn't be happier with the result."

Scott N. Paul, Executive Director
Alliance for American Manufacturing



Awards: 2009 Webby Awards Nominee, and 2009 W3 Silver Award

GovernmentDocs.org was created in conjunction with CREW, EFF, POGO, Public Citizen, Sunlight Foundation, American Rights at Work, and the ACLU to advance the values of open and accountable government. Working with this coalition New Signature created a website that gave the public an unprecedented level of access to government documents by allowing users to browse, search, and review hundreds of thousands of pages acquired through the Freedom of Information Act (FOIA) and other public disclosure, or “sunshine,” laws. With the GovernmentDocs.org system, citizen reviewers can engage in the government accountability process like never before. Registered users can review and comment on documents, adding their insights and expertise to the work of the national nonprofit organizations which are partnering on this project. New Signature created this custom application using the a software stack composed of Windows Server, Internet Information Services (IIS), SQL Server and .NET Framework Version 2.0. Additionally, New Signature integrated the ZyLAB’s ZyIMAGE Information Access Platform (IAP) as the engine for document Optical Character Recognition and e-discovery. New Signature used this platform to create a robust foundation for GovernmentDocs.org to (1) digitize documents, (2) store digitized documents and (3) empower visitors to find, access, and interact with specific data. The website was retired in 2010 after several years of service, and New Signature assisted in the migration of the documents/metadata to the Scribd document sharing platform.

Technologies: .NET, SQL Server, ZyIMAGE Access Platform, CSS, HTML, and JavaScript

[Foreign Policy Initiative](#)



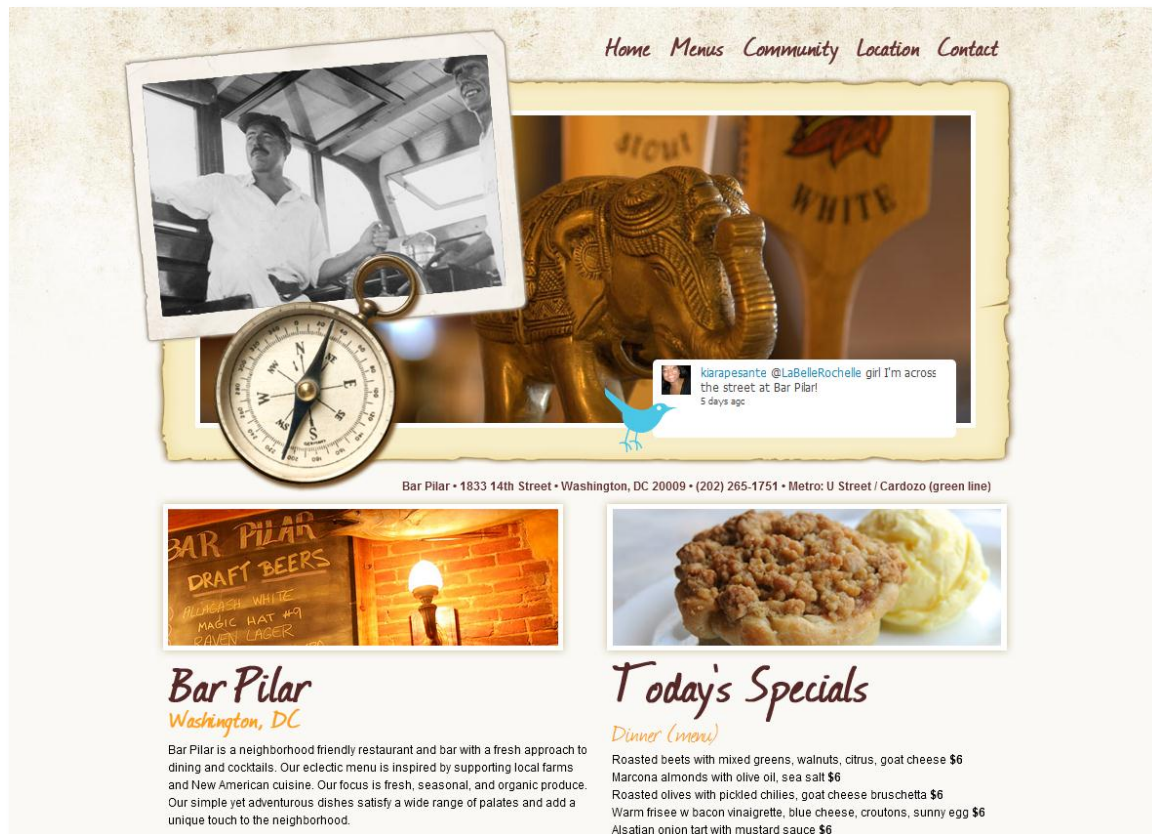
2009 Davey Awards Silver Award, and 2009 IMA Outstanding Achievement Award

The Foreign Policy Initiative website represents a rich source of information on U.S. foreign policy and related news. One of the most innovative features that New Signature created for the website is the FPI WorldWatch map. This map is automatically populated with content that has been entered on the website and provides readers with quick insight into the most recent news through intuitive visualization. The heat map option offers a graphical representation of data that provides a quick understanding of what region is generating the most news in the last 24 hours, 72 hours, or 7 days. The FPI WorldWatch map can be resized to expand to use the full width of the website columns, and is available as an embeddable widget (in two sizes).

This dynamic website also provides visitors with access to a wide array of resources, ranging from social media to multimedia.

Technologies: Drupal, PHP, MySQL, CSS, HTML, Flash, and JavaScript

[Bar Pilar](#)

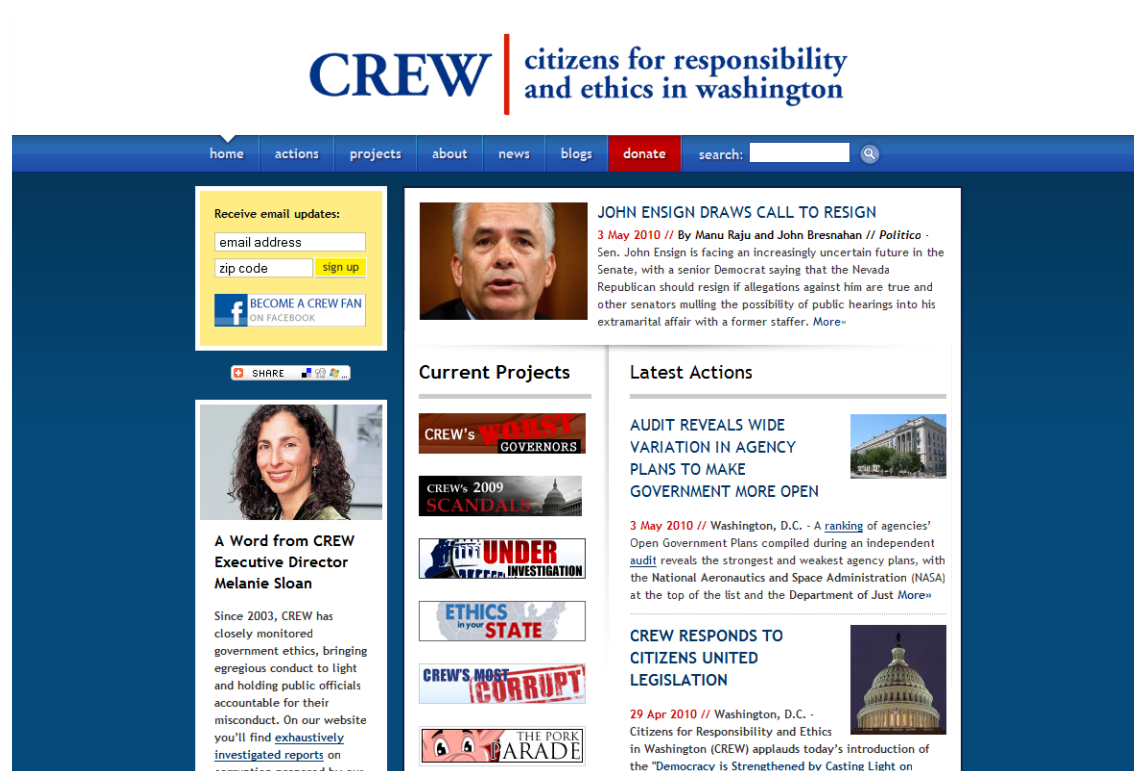


2010 Standard of Excellence Web Marketing Association Award

New Signature created the website for Bar Pilar—a neighborhood restaurant. New Signature understood the importance of extending the culture and energy of the restaurant online through the visual design of the. The visual design for the Bar Pilar website has a strong Hemingway theme to complement the restaurant's Hemingway name and motif (the Pilar was Hemingway's boat). The restaurant acts as a meeting place for locals and as such it made sense to reflect this on the website through the incorporation of social media features. For example, the website broadcasts and promotes customer generated content aggregated from Twitter and Facebook on the homepage and community page.

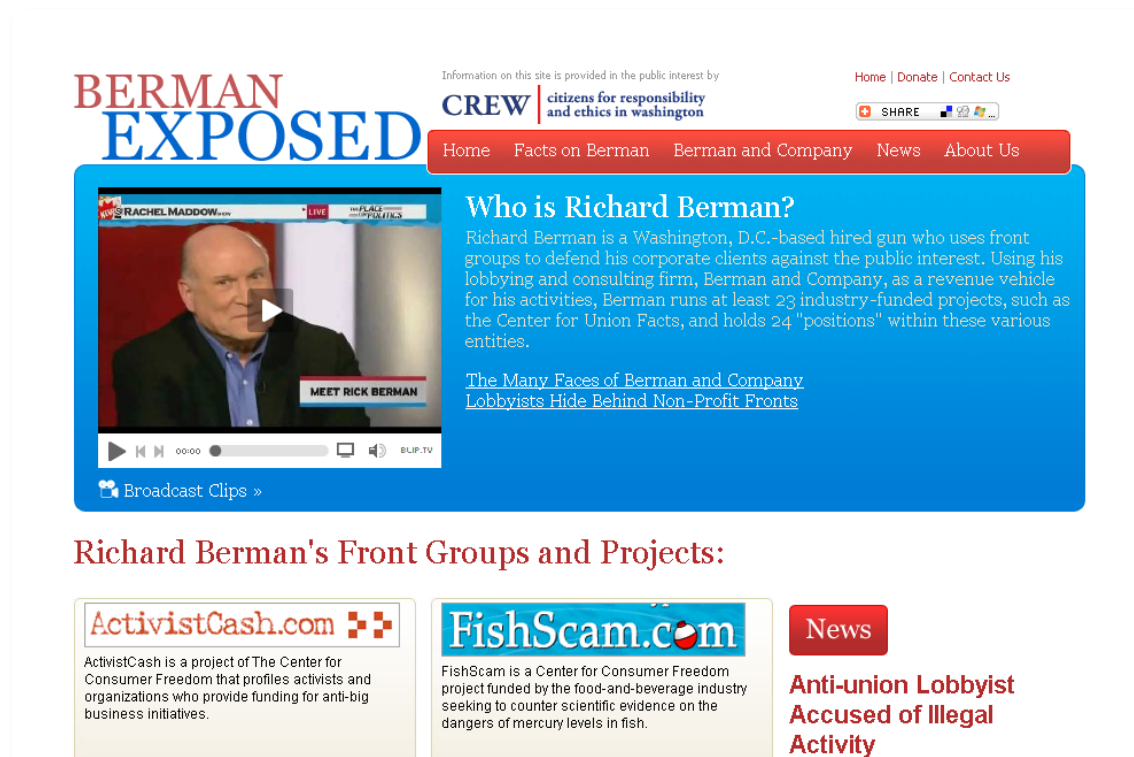
New Signature built the website on the Drupal publishing platform. The use of the Drupal content management system means the restaurant's staff has full control over the website's content, including the menus (which can change daily). New Signature created a mobile version of the website for patrons using their mobile phone to browse the website. The mobile site is specifically crafted to provide quick access to the pertinent details about the restaurant including addresses and phone numbers.

Technologies: Drupal, PHP, MySQL, CSS, HTML, and JavaScript



New Signature developed the Citizens for Responsibility and Ethics in Washington website and has also developed eight other campaign websites for CREW. For all of these websites, New Signature has used the Drupal publishing platform in combination with the DemocracyInAction Salsa CRM platform. The use of the Drupal CMS allows CREW's staff to manage the vast amount of content that resides on the website and easily manage relationships between this content. The information architecture has been designed to ensure that visitors, regardless of their background or goals, can quickly locate relevant content, are automatically exposed to contextual information, and once activated are presented with a call to action.

Technologies: Drupal, DIA Salsa, PHP, MySQL, CSS, HTML, and JavaScript



New Signature launched the Berman Exposed website for Citizens for Responsibility and Ethics in Washington (CREW) and a number of partner organizations to expose lobbyist Richard Berman's various activities. New Signature designed the site to be a resource that details Berman's background and how he uses self-created organizations with deliberately misleading names like "Center for Union Facts" and "Center for Consumer Freedom" to provide disinformation and exert influence on important issues. The website exposes Richard Berman as a hired gun who uses front groups to defend his corporate clients against the public interest. The goal of the website is to act as a resource for media to understand that Richard Berman and his associates are not in fact subject matter experts and shouldn't be treated as credible sources on stories around important issues. The website uses a combination of video, text and imagery to shine a light on the creepier corners of how Big Business tries to mask its influence on public policy. The website is built using the Drupal publishing platform through which CREW's staff are able to fully manage website content.

Technologies: Drupal, PHP, MySQL, CSS, HTML, and JavaScript



CREW's Most Corrupt Members of Congress website provides a detailed look at the unethical and sometimes illegal activities of 15 congressmen and women who have most egregiously betrayed the public's trust. New Signature's award winning design team launched an updated version of the Most Corrupt website in conjunction with CREW's fifth annual report. In addition to the user experience redesign, New Signature implemented a Drupal content management system and the jQuery JavaScript Library to power the website. The updated website also allows visitors to download the Citizens for Responsibility and Ethics in Washington's fifth annual report on the most corrupt members of Congress as a PDF.

Technologies: Drupal, PHP, MySQL, CSS, HTML, and JavaScript

Campaign for Consumer Rights' "Stop Prop 17"



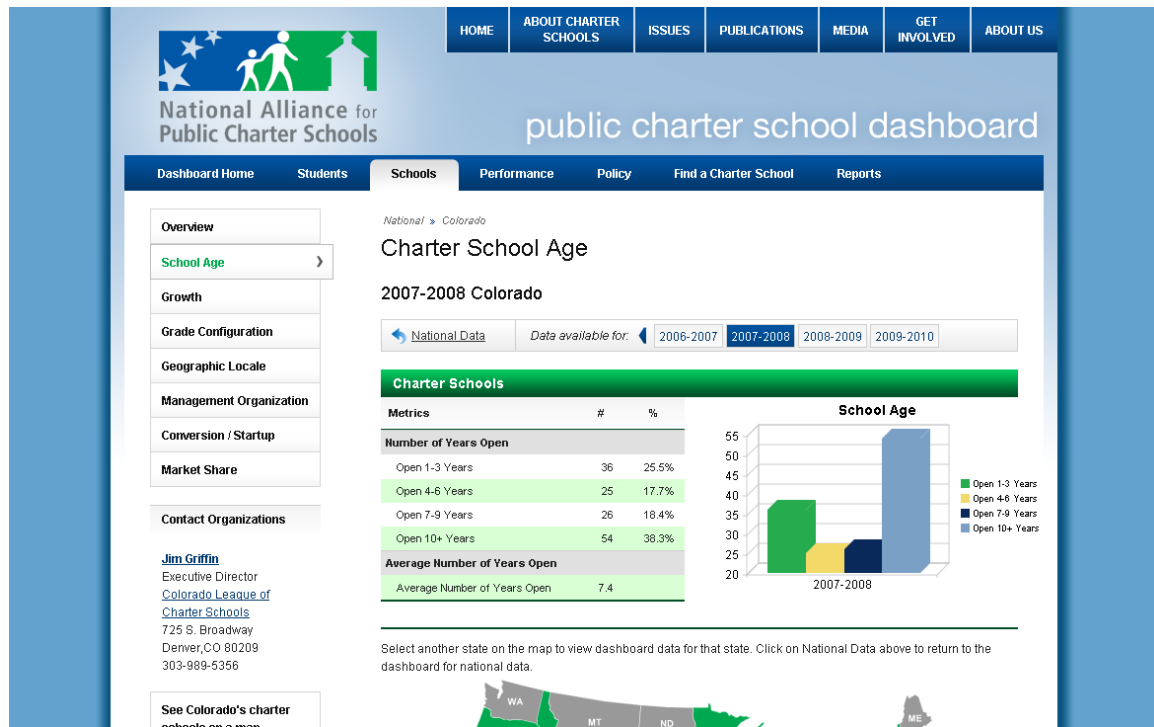
Consumer Watchdog/The Campaign for Consumer Rights turned to New Signature to design and build their Stop Prop 17 campaign website. This website served as the online platform for the organization's ballot initiative campaign urging Californians to vote no to Proposition 17. The website is built using the WordPress publish platform to provide Campaign for Consumer Rights' staff with total control over adding, editing and deleting new content, including multimedia content. The site provides visitors with access to a wealth of information and compelling evidence as to why Proposition 17 is bad for residents of the state of California. The website also acts as a social media hub, and provides visitors with the opportunity to take direct action to help in the campaign.

Technologies: WordPress, PHP, MySQL, CSS, HTML, and JavaScript

"When we were in the throws of a David v. Goliath ballot initiative campaign in California, the New Signature team jumped in to create a top-notch website with a savvy and sophisticated design to help us beat a billionaire opponent."

Naomi Seligman, Director of Public Affairs
Consumer Watchdog

National Alliance for Public Charter Schools' "[Public Charter School Dashboard](#)"



New Signature built the Public Charter School Dashboard as a platform to provide intuitive access to the most comprehensive set of charter school data ever made publicly available, including performance data on over 5,000 individual schools. The Dashboard allows visitors to browse and extract data covering 10 years of charter school growth and performance at national and state levels. Visitors can search for individual charter schools by location, name, management organization, and various accolades including performance data benchmarks and recognition under the U.S. Department of Education Blue Ribbon Schools Program. The site is rich with interactive charts and graphs and includes a powerful custom report writer that allows visitors to customize views and compare metrics across schools, district, states and nationally. New Signature used AJAX technology and other low-latency techniques to make the site feel quick and responsive even though it is managing and presenting a large volume of performance and geographic information. New Signature believes the Alliance's Dashboard is a great example of how research data and reports can be unlocked from the limitations of flat print and PDF media.

Technologies: Drupal, PHP, Java, MySQL, CSS, HTML, Google Visualisation API, Flash and JavaScript

[Dodging Diabetes](#)

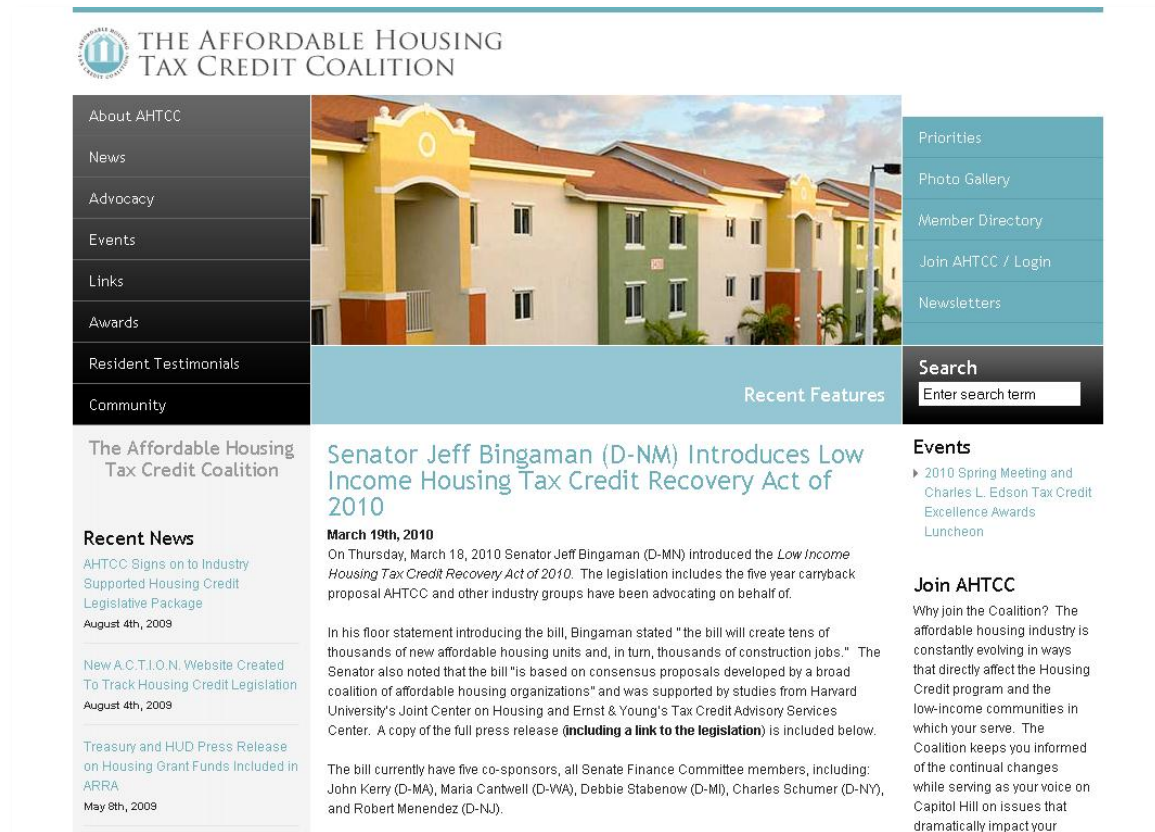


2010 Silver Communicator Award

New Signature worked with Dodging Diabetes' founders Anna Tiedeman Irwin and Elizabeth Kramer to re-envision the graphic design, information architecture and functionality of this interactive website. The site was built on the WordPress content management system in order to provide the founders and volunteers with an easy way to update content on the website. In addition, the site leverages active.com to provide registration, donation, and team fundraising functions. Anna Tiedeman Irwin, Elizabeth Kramer and a team of volunteers from the D.C. area founded the Dodging Diabetes charity in 2005 to raise money and awareness to defeat diabetes for good. Both Anna and Elizabeth have brothers who live with Type 1 diabetes. Dodging Diabetes has raised more than \$60,000 for the Joslin Diabetes Center through its annual charity dodgeball tournaments.

Technologies: WordPress, PHP, MySQL, CSS, HTML, and JavaScript

[The Affordable Tax Credit Coalition](#)



New Signature created a new website for The Affordable Tax Credit Coalition (AHTCC) as part of the organization's broad effort to assure the continuance of the low-income housing tax credit. AHTCC tapped New Signature to design and produce the website based on our proven track record of providing organizations with high quality websites that are feature rich and aesthetically pleasing. We worked with AHTCC to develop the newly redesigned site, with a focus on developing a website that used color, font and layout to stand out more, communicate effectively and ultimately be memorable. A key component in this process was working with AHTCC to ensure that the website content is well organized and that site functions are easy to use. Through these efforts New Signature was able to develop a website that not only acts a repository for information, but also allows visitors to truly interact with AHTCC. The website also provides AHTCC staff with the ability to add, delete and edit content using the WordPress content management system.

Technologies: WordPress, PHP, MySQL, CSS, HTML, and JavaScript

References

Kathlene Collins, Publisher
Inside Higher Ed (www.insidehighered.com)
(202) 659-9208 | kathlene.collins@insidehighered.com

Royelen Lee Boykie, Director Digital Strategy
Food & Water Watch (www.foodandwaterwatch.org)
(202) 683-2509 | royelen@fwwatch.org

Christian Norton, Online Organizer
Working America, Community Affiliate of the AFL-CIO (www.workingamerica.org)
(202) 637-5368 | cnorton@workingamerica.org

Lita Dunn Grossman, E Advocacy Manager
National Alliance for Public Charter Schools (www.publiccharters.org)
(202) 521-2832 | LDunnGrossman@publiccharters.org

VI. Company

Knowing as much information about the company you are working with is a critical factor in making a decision. To this end, New Signature includes the following information to help you get to know us.

Overview

New Signature is a trade name of CHH Enterprises, Inc.—a Maryland S corporation. The company was founded in March 2003. New Signature has more than 30 full-time employees and has served more than 200 clients. New Signature’s headquarters are located in the District of Columbia at 1100 H St. NW, Suite 940 Washington DC 20005. New Signature’s Dun & Bradstreet number is 130080059. All required insurance and government filings are current and in good order. We are an accredited member of the Better Business Bureau (BBB), and maintain an “A” rating from the BBB.

Why Work With Us?

We stand out from the crowd in several ways:

- Unmatched Customer Service. Really. New Signature's "Extreme Customer Service" provides personalized attention, continuous communication, immediate action, and definitive follow-through. We listen and we deliver.
- Helpful Experts. We only hire the best and we invest substantially in their continued education. This translates into skilled and happy employees who are dedicated to our clients’ success.
- Exceptional Quality. We take pride in our ability to supply excellent solutions. Each is tailored to meet our customers’ need and delivered on time.
- Technology and Best Practices. We continually identify, test, and deploy new technologies and refine best practices to make a positive impact on our customers’ business.
- Independent and Objective. We are technology agnostic and vendor neutral. Our experts provide you with sound and independent strategic advice.
- Honest and Ethical. New Signature’s values shape the way we do business. You can read more about them in the section below.

Values

New Signature’s values shape the way we do our work, the projects we pursue and the interactions we have with our customers, partners and suppliers. We pledge to:

- Be a great company to do business with—for clients and suppliers.
- Provide only superior services.
- Foster client communication and provide polite customer service.
- Educate our clients.
- Stay creative and be forward thinking, proactive, entrepreneurial and adaptive.
- Promote trust and credibility through legal and ethical conduct.
- Promote diversity of experience, culture, ideas and opinions.
- Contribute proactively to a better community.

VII. Conclusion

New Signature is highly enthusiastic about the opportunity to work with Stanford CIS to redesign its website. In short, New Signature has a proven track record of providing organizations with high quality solutions that are effective and easy to manage. New Signature is the right choice if CIS is looking for a company and a team that can ensure quality and provide high-touch service tailored to client and end user needs. We look forward to working with Stanford CIS on this exciting redesign and welcome any questions in regard to this proposal.



1100 H St. NW, Suite 940 Washington, DC 20005

P 202.452.5923 Fx 202.478.2107

sales@newsignature.com

www.newsignature.com