

Website Development Proposal

Department of Tourism

Sarpy County, Nebraska



Executive Summary

The Sarpy County Department of Tourism seeks a website development firm to strengthen its web presence, to improve its capacity to easily edit content, and to improve its ability to communicate with current and prospective visitors, local businesses, and other stakeholders.

Digital Deployment offers extensive design and development experience with departments of tourism, including the Sacramento Convention and Visitors Bureau, and proposes developing a complete yet lightweight and flexible site structure, enabling Sarpy County to meet its needs while refreshing the website's design, improving the way the brand is communicated online (both on the website and on social media and other interactive spaces), and building user and stakeholder value.

As a result of the redesign, Sarpy County's return on investment will include: (1) saving staff time in everyday website maintenance tasks, enabling contribution and collaboration by more staff members; (2) dramatically increasing the overall level of service and interaction on the web without increasing staff size; (3) improving site ranking in search engines for relevant keywords; (4) understanding site visitors, popular content, and demographics through comprehensive reporting; and (5) gaining overall relevance and credibility in the online realm that reflects the professionalism of the Sarpy County brand.

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- Our Team

Part 5: Relevant Projects and References

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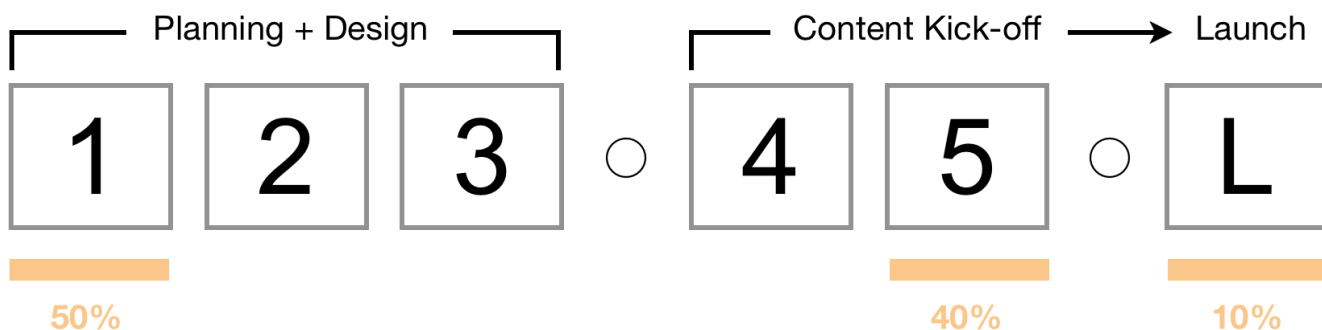
Website Development Scope of Work

The services rendered by the Developer include a structured series of phases and all professional services necessary for the completion of all deliverables outlined in Part 2: Description of Deliverables.

Part 1: How Work will be Completed

5-Phase Process

For this project, we recommend five "phases" — just one more than you requested in your RFP! Phases will be scheduled after the project is approved and before development commences. We recommend these five phases to complete the process in the most effective way and allow time for stakeholder input, design review, training, and collaboration.



- Phase 1: Inventory and site planning (50% process payment due)
- Phase 2: Present architecture and content plan, explore design approach
- Phase 3: Present designs, finalize architecture and content plan
- Break: Implement design and content plan in sandbox
- Phase 4: Content kick-off: training, migration, curation
- Phase 5: Capability and capacity checks (40% process payment due)
- Content Curation / Service Level Agreement (SLA) begins
- Launch: Final review scheduled and completed, site launches (10% process payment due)

Digital Deployment includes a complimentary post-launch review meeting to monitor site traffic and user engagement after going live. Additional post-launch meetings may be scheduled or recommended as described later in this proposal under the "comprehensive service agreement options" section. Digital Deployment is very supportive of presenting to and meeting with stakeholders throughout the process.

Basecamp: Project Management System

Digital Deployment uses Basecamp, one of the most popular and useful online project management tools, to manage the website development process, facilitate communication between team members, track to-do items, track the status of deadlines, distribute meeting agendas and notes, provide technical support to the client, answer frequently asked questions, and support "institutional memory" – providing the client with a single place to find any and all communication about the website. This tool offers several advantages over traditional email communication:

1. If the client has a new staff person, he or she can go back and see all communication they missed prior to being a part of the project.
2. If the client asks a question, the response time from Digital Deployment is tracked and available for everyone to see.
3. When Digital Deployment answers a question, that answer becomes available to everyone on the team.
4. Members of the client's team can subscribe to daily digest updates of the project, summarizing all messages, milestones, documents, and to-dos that were worked on during the day without needing to be CC'd on every communication.
5. Basecamp works with email and is very intuitive and easy to use.

The screenshot displays the Basecamp web interface. At the top, there's a navigation bar with tabs for Overview, Messages, To-Dos, Milestones, Writeboards, Chat, Time, and Files. On the right, there are links for People & Permissions, Search, and a printer icon. The main content area is titled 'Messages in Agendas' and shows a message from Carsen Anthonisen posted on 14 Feb. The message is titled 'Phase 1 Agenda' and contains a detailed list of topics for the first phase of the project, including introductions, context review, site profile, website field trip, and an introduction to tools & technology inventory. A sidebar on the right lists various categories like All Messages, Agendas, Content, Design, Meeting Notes, Project Management, SEO, Sandbox, and Theming. The bottom of the message area includes links to 'Go to message' and 'Add a comment'.

Nonprofit Resource Center Nonprofit Resource Center

Overview Messages To-Dos Milestones Writeboards Chat Time Files People & Permissions Search

Messages in Agendas Expanded view List view

+ Post a new message

Categories Edit

All Messages

Agendas

Content

Design

Meeting Notes

Project Management

SEO

Sandbox

Theming

Carsen Anthonisen posted this message on 14 Feb.

Phase 1 Agenda

Introductions

- Welcome and introductions
- Services overview
- The 8-Phase development process

Context review

- What are the goals for the website?
- What's driving the need? Why now?
- What other initiatives are taking place that may impact or relate to this project?

Site profile, part 1

- What audiences will use the website?
- Why will they come to the site (scenarios and motivations)?
- What they will do on the site (feature and content brainstorm)
- What do we want to communicate to each group (messaging or interaction by audience)?

Website field trip

- What other sites do we like?
- What do we like about them?

Site profile, part 2

- Reflecting on the site profile (the audiences, their reasons for visiting, etc.), what would be the best way to put the content together?
- If the website were a supermarket, what are the main aisles of content?
- Who is responsible for each "aisle" of content? (Identify workteam members and responsibilities)

[break]

Introduction to tools & technology inventory

- Survival guide
- Sandbox and help page
- Basecamp <http://basecamp.digitaldeployment.com>
- Browser and bookmark check

[Go to message](#) | [Add a comment](#)



All Messages

[Expanded view](#) | [List view](#)

Most active discussions

JobLink Form - not auto-filling!

Latest comment Tue, 10 Apr by Haley Corina
6 comments posted

JobLink - Finally!

Latest comment 10 Feb by Sloane Dell'Orto
3 comments posted

H3 as tabs - won't allow to be set back to default

Latest comment 22 Dec 2011 by Dennis Stevens
8 comments posted

- 6 [JobLink Form - not auto-filling!](#) Last comment by Haley Corina 2 days ago
by Kari MacDonald on Tue, 10 Apr at 1:07pm
- [How to - Mailchimp](#)
by Sloane Dell'Orto on Wed, 15 Feb at 2:49pm
- 3 [JobLink - Finally!](#) Last comment by Sloane Dell'Orto 2 months ago
by Kari MacDonald on Fri, 10 Feb at 11:27am
- [L2 updates in 2011](#)
by Sloane Dell'Orto on Tue, 31 Jan at 10:04am
- [Scheduling meetings](#)
by Patti Larson on Wed, 11 Jan at 9:27am
- [Job postings - let's connect next week!](#)
by Sloane Dell'Orto on Wed, 4 Jan at 9:55am
- 1 [Ahhh](#) Last comment by Sloane Dell'Orto 4 months ago
by Patti Larson on Tue, 20 Dec at 10:43am
- [Which version of IE?](#)
by Patti Larson on Tue, 20 Dec at 10:15am
- 1 [Page is not loading properly in IE](#) Last comment by Sloane Dell'Orto 4 months ago
by Patti Larson on Tue, 20 Dec at 9:59am
- 1 [Questions from NPRC](#) Last comment by Carsen Anthonisen 4 months ago
by Patti Larson on Fri, 16 Dec at 2:42pm

+ Post a new message

Categories

[Edit](#)

All Messages

[Agendas](#)[Content](#)[Design](#)[Meeting Notes](#)[Project Management](#)[SEO](#)[Sandbox](#)[Theming](#) [Post a message via email](#)[Back to Dashboard](#) | [Switch to a different project](#)[Project Settings](#) | [My info](#) | [Sign out](#) [HELP](#)

Nonprofit Resource Center Nonprofit Resource Center



To-do lists

[Reorder lists](#)

NPRC internal list

- ☐
- Migrate content from old site to new Nonprofit Resource Center

[Add an item](#)

Phase 5 - Production

Behind the scenes

Related milestone: 1 Apr - NPRC Phase 5: 9a - 11a @ TBD

- ☐
- Non standard pages or content types identified - 3rd party services, iframe issues, integration issues

Sloane Dell'Orto

- ☐
- Theme email template colors, replace temporary header PNGs with ones that match design

Sloane Dell'Orto

- ☐
- Member lists, subscriber import, pre-authorized domains set up Sloane Dell'Orto

[Add an item](#)

- ☒
- Apr 6 Send Feedback Request Message to design team (Sloane Dell'Orto)

Phase 6 - Project Management

Behind the scenes

Related milestone: 7 Apr - NPRC Phase 6: 9a - 12noon @ TBD

- ☐
- Invite stakeholders to test sandbox and/or attend Phase 7 meeting Carsen Anthonisen

- ☐
- Introduce roles & permissions grid Carsen Anthonisen

[Add an item](#)

Phase 6 - Workteam

Site Testing & Evaluation

Related milestone: 7 Apr - NPRC Phase 6: 9a - 12noon @ TBD

- ☐
- 90% content populated Carsen Anthonisen

- ☐
- Send Analytics goals to Production team Carsen Anthonisen

- ☐
- Send 3rd party providers link to placeholder page / complete integration with 3rd party providers

Mac Clemmens

- ☐
- Design Team finishes site review, provides feedback on Basecamp Sloane Dell'Orto

- ☐
- Training on email blast tool Sloane Dell'Orto

- ☐
- Finalize landing pages Sloane Dell'Orto

- ☐
- Finalize social integration and functionality Sloane Dell'Orto

- ☐
- Set up Google Analytics goals per Phase 5 meeting Sloane Dell'Orto

- ☐
- Posts are reordering upon save (Networking page) Mac Clemmens

+ New to-do list

Show to-dos assigned to

Anyone

Show to-dos that are due

Anytime

Current to-do lists

[Incoming Items](#)[Needs Clarification](#)[Ready for Review](#)[NPRC internal list](#)[Phase 5 - Production](#)[Phase 6 - Project Management](#)[Phase 6 - Workteam](#)[Phase 6 - Design Feedback](#)[Phase 7 - Production](#)[Phase 7 - Web Committee](#)[Phase 8 - Project Management](#)[Phase 8 - Workteam](#)[Launch](#)[Post Launch](#)[Technical difficulties ->](#)

Completed to-do lists

[Engage](#)[Phase 1 - Production](#)[Phase 1 - Web Committee](#)[Phase 2 - Project Management](#)[Phase 2 - Workteam](#)[Phase 3 - Production](#)[Phase 3 - Web Committee](#)[Phase 4 - Project Management](#)[Phase 4 - Workteam](#)[Phase 5 - Web Committee](#)

Helpdesk: Ongoing Support System

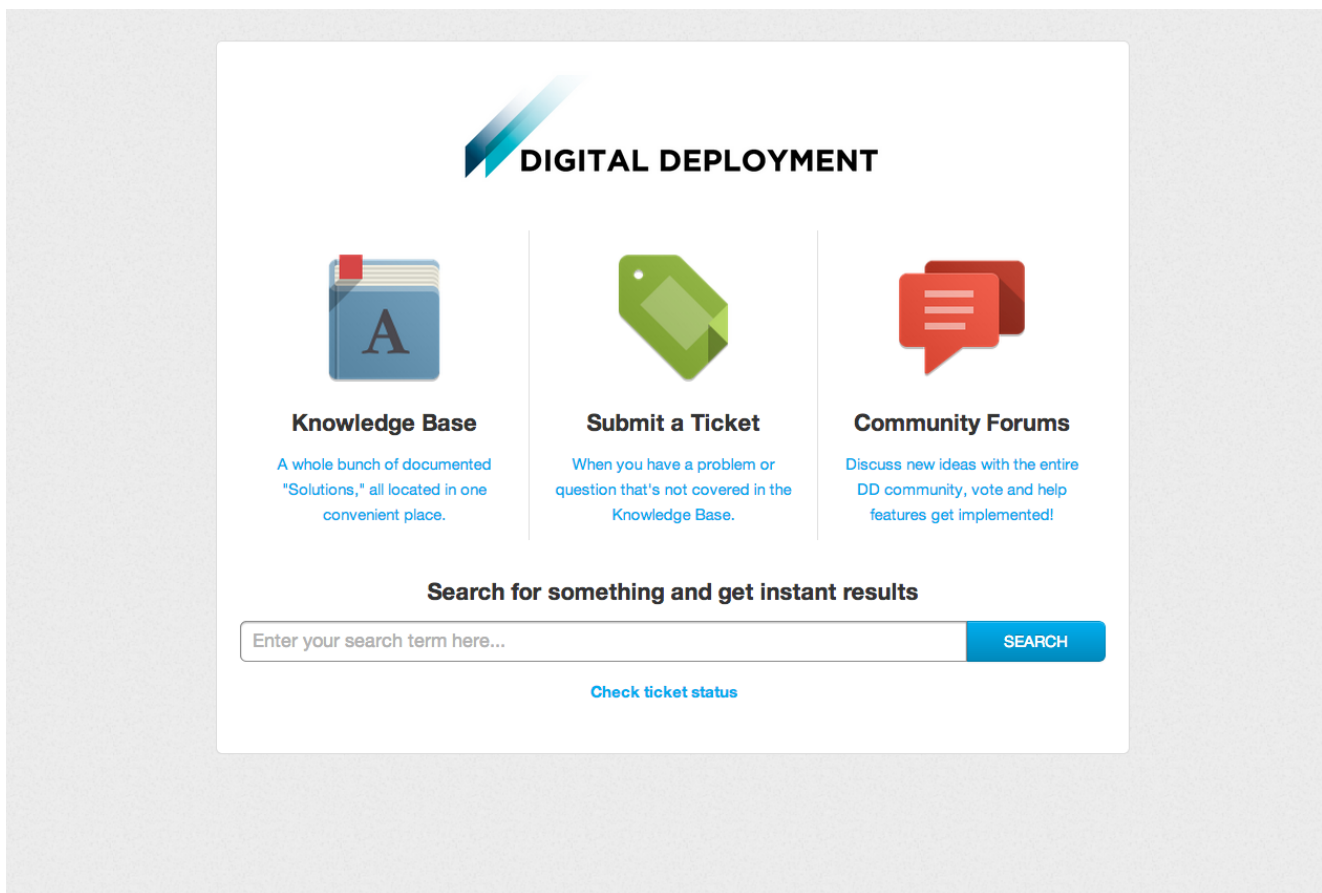
When we present your sandbox in phase 4, and as part of your ongoing Service Level Agreement (SLA), you will be given an account for Digital Deployment's Helpdesk system. This SLA clients-only website contains a Knowledge Base, provides you a convenient way to Submit a Ticket, and joins you with other Digital Deployment clients in our Community Forums.

Knowledge Base - A whole bunch of documented solutions, all in one place. Getting started, best practices, tips for access control and just about everything else you can imagine you'll need to maximize the benefits of your new website.

Submit a Ticket - when you have a problem or a question that's not covered in the knowledge base.

Community Forums - Discuss new ideas with the entire DD community, vote and help new features get implemented!

We invite you to check out the helpdesk and get a sense of the depth of articles at <http://support.digitaldeployment.com>.



How can we help you today?



SEARCH

[Login](#) to submit a new ticket [Check ticket status](#) 916-238-1800**Knowledge base****Getting Support**




SLA (Service Level Agreement) (1)

 [Service-Level Agreement Program \(SLA\)](#)

Basecamp (production) (2)






-  [Logging in to Basecamp](#)
-  [Tips for using Basecamp](#)

Helpdesk best practices (3)

-  [Tickets and Solutions and Forums ... oh my!](#)
-  [Submitting tickets accurately](#)
-  [Time frames for response / resolution](#)

The Standard Model

Getting started (7)

-  [Workstation checklist - to ensure smooth administration of your site](#)
-  [How to log in - existing user](#)
-  [Common login problems](#)
-  [Creating an account](#)
-  [Understanding the basic "zones" of the site](#)
- [» See all 7 articles](#)






All about Posts (12)

-  [Creating content - Introduction to Posts](#)
-  [Posts: Title, Subtitle and Body fields](#)
-  [How to add anchor links to a post](#)
-  [Posts: Images, Related Links, File Attachments, and more!](#)
-  [How to create posts from content found on other sites using bookmarkl...](#)
- [» See all 12 articles](#)



All about Navigation (3)

-  [The basics of navigation](#)
-  [Managing navigation](#)
-  [Reordering posts on a landing page](#)



Sending email blasts (5)

-  [Creating email blasts](#)
-  [How to use Constant Contact with website created email bundles](#)
-  [Setting up your Mailchimp group\(s\)](#)
-  [Creating a sign up form](#)
-  [Mailchimp campaigns and reports](#)




Best practices - beyond the basics (2)

-  [Tips for choosing great carousel images](#)
-  [How to clear your browser's cache](#)





Landing pages & templates (2)

-  [Reordering posts on a landing page](#)
-  [Standard and Subterm Templates](#)




The mobile experience (3)

-  [Mobile configuration](#)
-  [FAQs about DD Mobile](#)
-  [How to 'refresh' your mobile site when your in appmode](#)

User management (4)

-  [User roles](#)
-  [Managing users \(hint: don't delete them ever!\)](#)
-  [How to export users to CSV](#)
-  [Adding domains and email addresses to Register preapproved area](#)



Access control - restricting to roles (3)

-  [How to set default access control settings on post types](#)
-  [How to configure access control on individual posts](#)
-  [How to manage access control via Manage Content and Bulk Ops](#)

Social media and your site (1)

-  [Using the Twitter field](#)

Analytics (2)

-  [How to track site search keywords in Google Analytics](#)
-  [How to distinguish internal and sandbox traffic from real live traffic](#)

Website Deliverables

The website, as described below, will be delivered over the course of the 5-phase development process.

Timeline

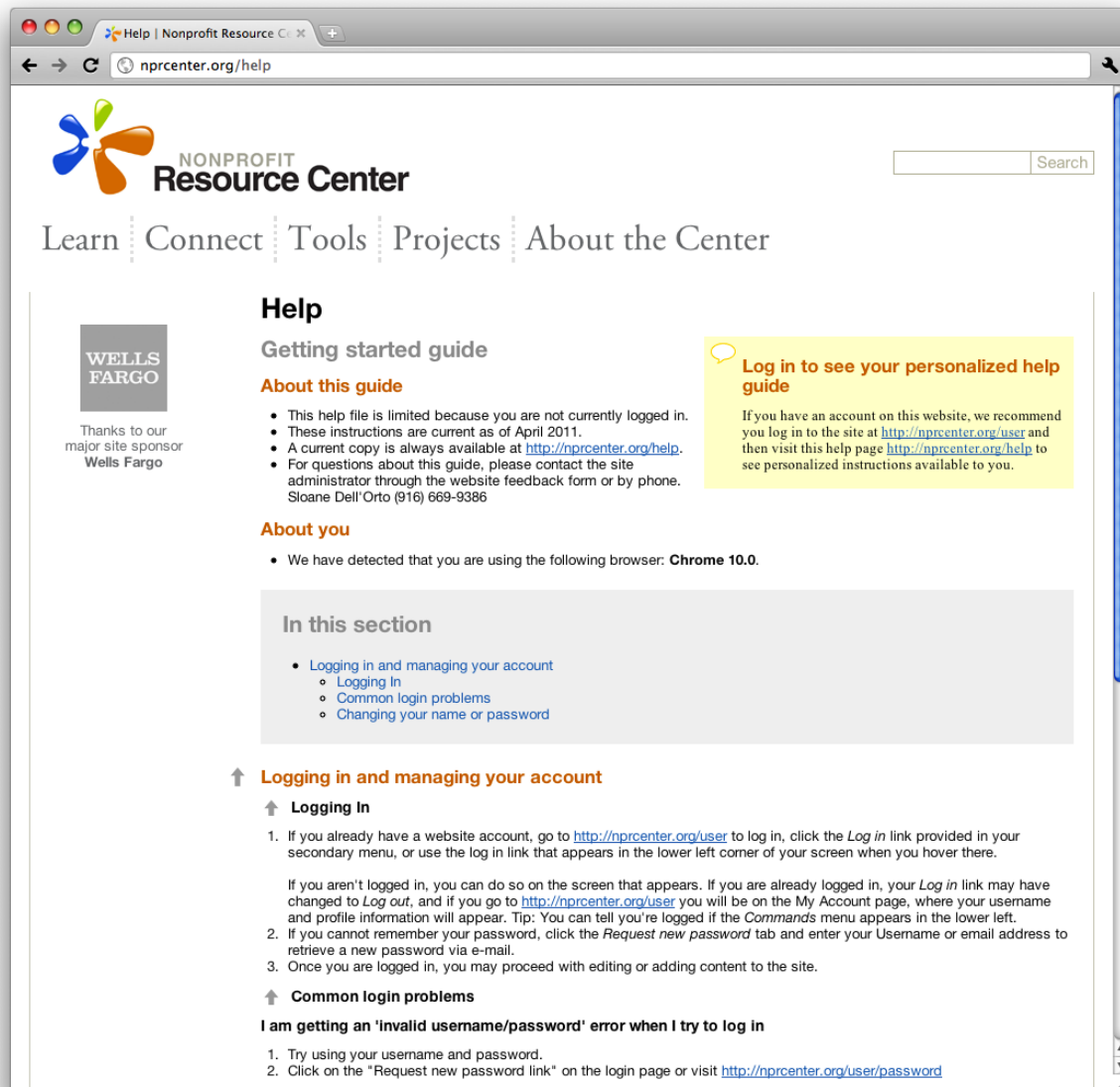
Digital Deployment will work with the client to determine the time, date and location of meetings. The 5-phase process generally takes 12 weeks, with the each phase occurring approximately two weeks apart, and a four week break between phases 3 and 4. After the phase 5 is complete, the client may choose when to launch, as the site is launch-ready. The client may take as much time as needed to finalize their content prior to launch.

Part 2: Description of Deliverables

This development agreement provides the delivery of all objectives listed below.

Training and Documentation

- Developer will provide online documentation describing the operation of the content management system for each feature. The documentation is dynamic and changes automatically as new types of content become available and new features are added, and will automatically customize itself to the role of the user viewing it.
- Developer will make both a print-friendly and HTML version of the help system available at <http://www.gosarpy.com/help>
- Developer will provide Client staff training on the website content management system, including but not limited to: how to add a page; how to edit a page; how to edit the site map and add or edit navigation terms; how to add, edit or delete "users" and assign various "permissions" (levels of ability to add, edit, or manage content); how to post files and attachments; how to add pictures and/or video, and how to reset user passwords.



An example page from the online manual. Each manual is customized for the needs of the client and averages 10-30 pages in length.

Full Section 508 and W3C Standards Compliance


- Digital Deployment, Inc. will perform a standards validation test and a site web accessibility check demonstrating that the Client's website complies with section 508 of the Federal Rehabilitation Act (29 U.S.C. §794d) and the W3C's Web Access Initiative to help protect the Client from liability arising from having an inaccessible website.
- Developer will also provide content management system plug-ins (e.g. the htmlpurifier module) to ensure Client-added content adheres to these standards.
- To ensure that the website is compatible with future browsers and devices, the website will be developed using the HTML5 and/or XHTML Strict format, and will use a W3C approved document type definition.

Content: Management System Framework

- Developer will provide a content management system that will allow authorized users to create and edit pages on the Client's website directly through their web browser, with no special software required.
- Developer will provide a web-based editor that will allow Client staff and authorized users to edit content for the Client's website in a collaborative environment, including the ability to upload, import, create and manipulate text, images, tables and other HTML elements.
- The content management system will provide for the ability to create various types of content on the site, customizable to meet the Client's needs.
- The content management system will include an automatic "paste from Word" feature that will support copying-and-pasting from Microsoft Word documents into the Client's website pages, while stripping any problematic code.
- The content management system will include a revision-tracking system that will display a list of all changes made to a particular page or post, with the capacity for Site Administrators to revert to a previous version of the page or approve a revision suggested by other

The revisions let you track differences between multiple versions of a post.

To edit, publish or delete one of the revisions below, click on its saved date.

 Published post *User Guide* has 3 revisions.

[Unpublish current revision](#) | [Delete all 3 revisions](#)

Revision	Compare	Term	Status
Saved 06/21/2010 - 11:25am by admin	<input checked="" type="checkbox"/>	Article	<i>current revision (published)</i>
Saved 06/21/2010 - 10:58am by admin	<input checked="" type="checkbox"/>	Article	archived
Saved 06/21/2010 - 10:19am by admin	<input type="checkbox"/>	Article	archived

- The content management system will include an access control system for designating private content such as board minutes or member news. Access to any content can be limited to a certain group of users on a page-by-page basis, or by navigation term (section of the site).

EXAMPLE ROLE-PERMISSION GRID

	anonymous user	registered user	member	editor	admins
Allowed to subscribe to e-mail updates of posts	x	x	x	x	x
Allowed to rate content	x	x	x	x	x
Allowed to view comments	x	x	x	x	x
Allowed to suggest a comment (which could be posted after approval)	x	x	x	x	x
Allowed to post a comment without approval			x	x	x
Allowed to moderate comments			x	x	x
Allowed to submit a post for consideration				x	
Allowed to suggest an edit to a page (draft edits)*					x
Allowed to edit/create pages and immediately publish them					x
Allowed to post the following types of information					x
Allowed to send a blast e-mail					x

Content: Migration of Existing Content

- The Developer will migrate all content from the Client's current site to the new site. The Developer's goal is 100% empowerment of the Client to manage all its website content going forward, including text, images, attachments, multimedia, links, navigation, site users and user roles.
- Developer will fully empower the Client to manage their content on the new website through training sessions, constant support, extensive documentation, and advanced content migration and automation tools such as server-to-server file and image transfer.
- The Developer encourages the practice of migrating content first, then editing and revising the content second. This is recommended for three reasons: (1) the migration goes much faster, (2) the task can be more easily delegated to those who wish to learn how to use the website, and (3) the content management system stores all the revisions made to the content, so each change is documented for future reference. This gives the Client a historical look at all content moved to the new site.

Content: Video, Community Features and Social Media Integration

- The content management system will provide the site administrator with the ability to easily embed video into the site from various platforms, including Vimeo and YouTube. The content management system will automatically generate thumbnails (with the ability to customize) and will render the video in a way that complies with web standards and also works with mobile devices that do not support Adobe Flash, such as the iPad and iPhone



- The content management system will provide logged in users with the ability to comment on content, post topics for discussion / commenting, and share content via various social media platforms. This can be allowed/disallowed by the Client as needed on a per-page or per-post basis.
- The content management system will provide logged in users with the ability to submit various posts such as events, news releases, announcements, committee documents, etc., for consideration at the discretion of the site administrator. Any submitted content could be approved by the site administrator, although certain users could be authorized to post without the need for approval.
- The content management system will provide any user with the ability to share public content on the user's Facebook, Twitter, Google+, LinkedIn or other social network platform.
- The content management system will provide the site administrator with the ability to quickly cross-post important content (such as upcoming events or press releases) onto the Client's Twitter, Facebook, Blogger, Tumblr, or other supported social publishing system without having to retype or format the content. Cross-posted content will point

back to the website for additional information, when appropriate.

- The content management system provides designated user roles (administrators, members, etc.) the ability to claim, maintain, and edit a member profile, allowing real-time updating of member content. This includes email address, phone number, mailing address, biography, parent organization, and picture.

Content: Advanced Webforms

- The content management system will provide the Client with the ability to build forms (standard or conditional), surveys, and questionnaires that can be filled out by site visitors, similar to Survey Monkey™. Client will be able to view, analyze and download these results as an Excel Spreadsheet.
- The content management system will allow the Client to append form fields to any post on the website, turning any content into a webform.
- The content management system will allow the Client to protect forms from spam submissions using CAPTCHA technology. This requires users to type a code into a confirmation box to prove they are human, making it difficult for spambots to fill out the form.
- The content management system will allow the Client to build micro-forms that can be placed in sidebars or practically anywhere on one or more pages. The micro-forms use AJAX technology (they submit smoothly and do not require the page to be refreshed) allowing them to display a confirmation message immediately.
- The content management system allows contact forms to be created that can send email messages to members of the Client's staff without exposing email addresses, if desired. In addition, any email addresses that are included on the website are protected from spambots (email harvesting).

Westminster *In the heart of Sacramento*

Home Sunday Services Get Involved Youth Programs Music News & Events About Us Contact Us

ABOUT US
Membership
Mission and Vision
The Board of Deacons
Our History of Faith

Become a Member of Westminster

Interested in becoming a member?

Westminster offers membership information classes on selected Sunday mornings. If you are interested in exploring membership, please email us with the form on the right or call the office at (916) 442-8939.

The meaning of membership

Members of Westminster make several commitments, including:

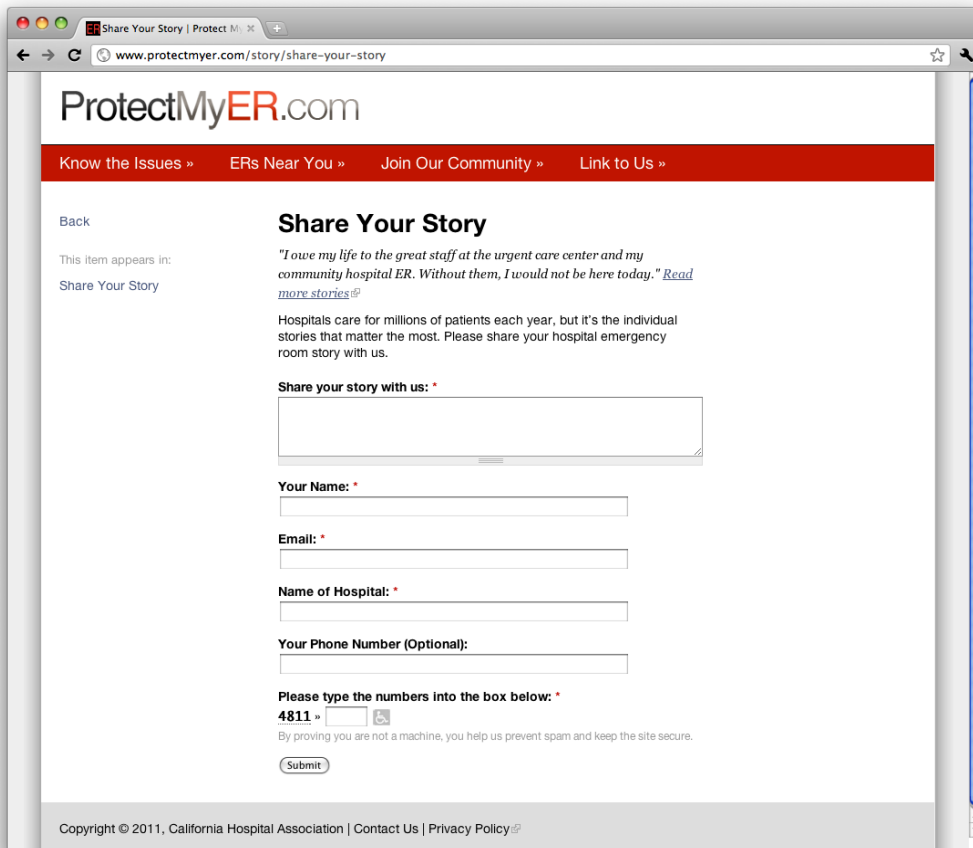
- Taking part in the life of Westminster
- Supporting the church through the giving of money, time, and talent
- Responding to God's activity in the world by offering service to others
- Working in the world for peace justice, freedom, and human fulfillment

Deliberately diverse and fully inclusive



At Westminster, membership and leadership opportunities are open to all people solely on the basis of an affirmation of faith in Jesus Christ, without regard to race, nationality, age, gender, sexual orientation, level of education or income, or any enabling or disabling conditions.

Learn about membership »
Contact Westminster's membership team

Your name: *
Email address: *
Phone number: *
Any message for membership?:
Submit



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[VIEW CART](#)
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[Hospital Topics](#)
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[Newsroom](#)
[Education](#)
[Publications](#)
[About CHA](#)

My account

Account information

Name: *

Create a new username. It can be anything you choose, consisting of letters, spaces, and underscores. Example: Danielle Lopez

E-mail address: *

Please use your hospital or work e-mail address.

Confirm e-mail address: *

Please re-type your e-mail address to confirm it is accurate.

Password: *

Confirm password: *

Provide a password for the new account in both fields.

You and Your Organization

Membership Status: *

- Please choose an option -

Hospital Name: *

Your hospital, company, or organization.

Your Position: *

Please type the numbers into the box below: *

7494 *

By proving you are not a machine, you help us prevent spam and keep the site secure.

Content: URL Aliases and Redirects

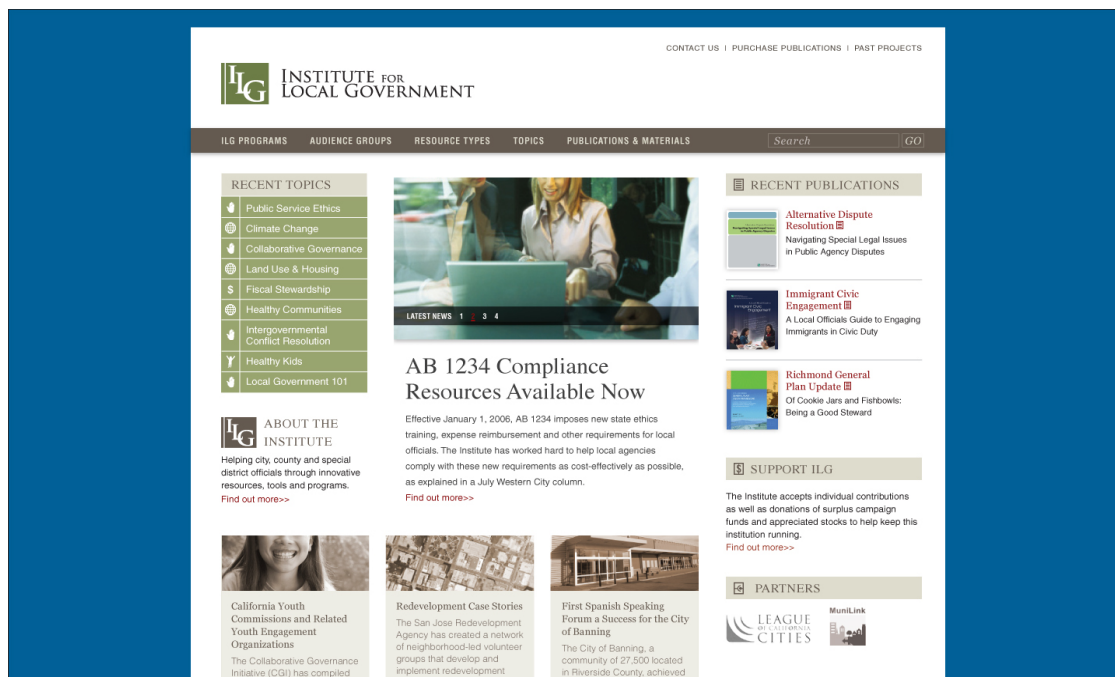
- The URLs for the content management system navigation terms and "pages" are created automatically when creating content, and are search-engine friendly.
- The content management system will provide the Client with the ability to make URL aliases so pages can be assigned short, natural links that are easy to share and remember (e.g. <http://www.gosarpy.com/contact>).
- The content management system will provide the Client with the ability to redirect any post to another URL (e.g. <http://www.gosarpy.com/annual-event> could be redirected to <http://our-annual-event.eventbrite.com/register>).

Design: Site Mock-Up and Design Concepts

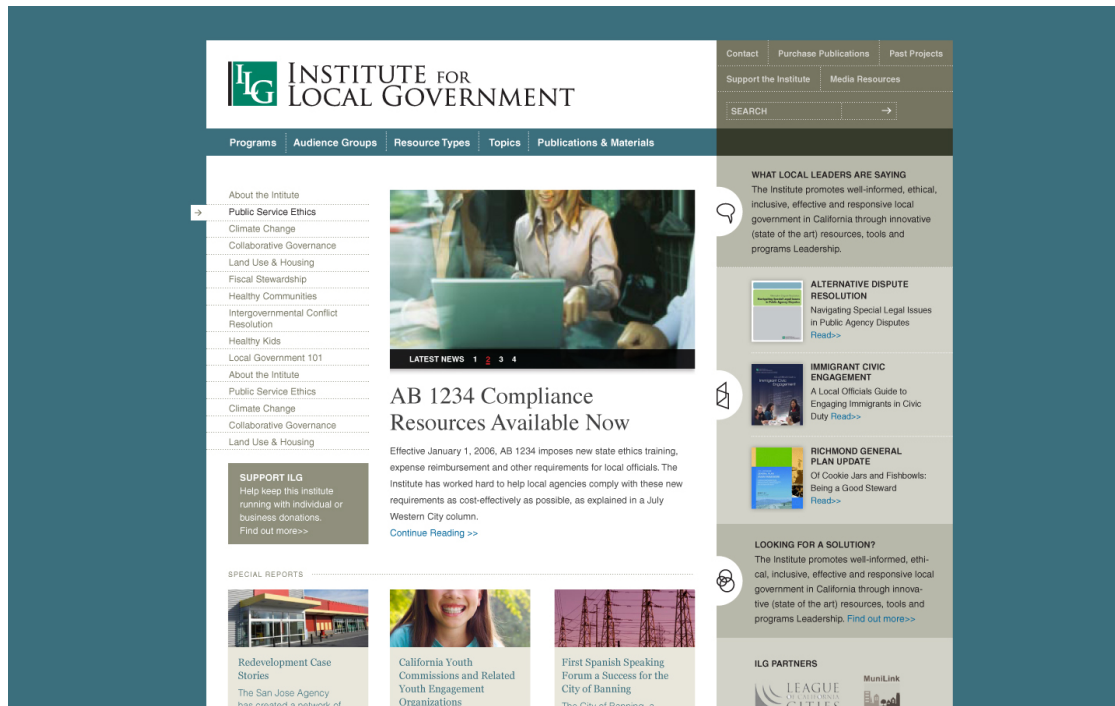
- Developer will design two production-quality digital mockups of the Client's new site based on the preferences identified in Phase I. Mockups provide a simulation of a finished home page and/or primary landing page early in the development process.
- Developer will utilize the Client's current branding, color scheme, and logo to design the new website.

- Developer will revise and integrate the design into the content management system in an iterative fashion based on client feedback.
- Developer will construct the site's theme using strict XHTML and cascading style sheets (CSS) to ensure compliance with web accessibility standards and consistent display on current and future browsers. Older browsers will be accommodated as much as possible, however, Client understands that not all older browsers will display pages exactly the same way as modern browsers. Developer will make reasonable attempts to accommodate older browsers, ensuring that all content is readable on older non-standards-compliant browsers. In rare and special cases, Client may wish to have their website designed specifically for an older browser. These requests can be accommodated, however, Client understands that designing a website to display for an older non-standard browser may lead to inconsistencies when displayed in future browsers, and the inability to take advantage of newer functionality.
- Developer will design navigation bars to be text-based so both primary and secondary links can be changed through the content management system. (Text-based links are also very search engine friendly.)

Graphic Design mockups simulate the look and feel of a finished site early in the development process. They help the client determine what image and brand they want to portray to the public at a "gut level". After the design comp is approved, the sandbox and content structure are "themed" to match.



In the above case, the client liked elements of both A (the green comp) and B (the blue comp).



Incorporating the client's feedback and preferences, the design team deconstructed the comp and evaluated the elements favored most by the client. Then implementing the design into the content management system, they incorporated elements from the previous two designs in a logical and cohesive way. The client provided ongoing feedback as the design (called the "theme") was being deployed into the content management system.

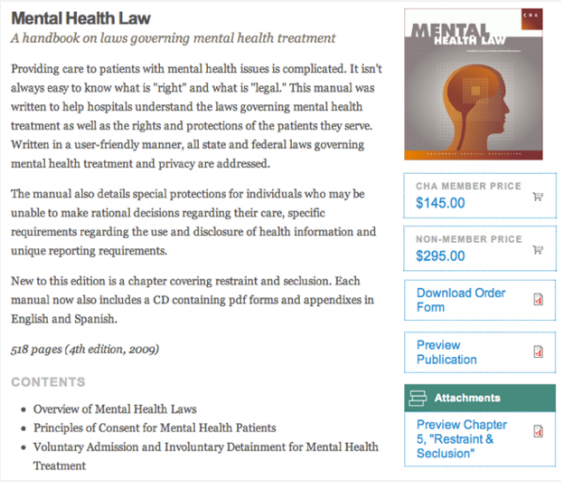
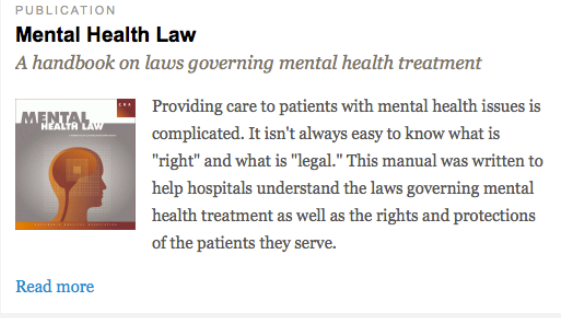
Content: Navigation Terms and Post Types


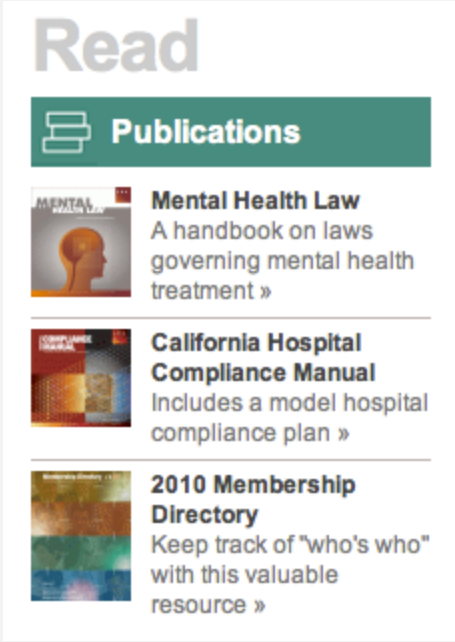

- The content management system will provide the Client with the ability to create posts and pages that can be organized by "navigation term."
- Posts tagged to a navigation term can be listed on the site chronologically, or ordered manually using a "reorder" function. They can be listed in summary, with a read more link, or in full, expanded form.
- The content management system will provide the Client with the ability to create different kinds of posts and designate certain fields to be used on that type of post. Examples of post types include: press releases, announcements, documents, blog posts, upcoming event information. Examples of fields include, but are not limited to: file attachments, slideshow images, event date(s), expiration date, subtitle, related content, author profile.
- The content management system will provide the Client with the ability to rename, reorder, link, and assign a hierarchy to the navigation terms in an intuitive drag-and-drop format. This functionality allows the client to build a traditional site map within the content management system and organize information within the website in a way that is easy to revise throughout the process.
- The content management system will automatically synchronize the navigation terms with the site's primary and secondary navigation menus. This allows the site administrator to quickly make significant changes to the site's structure without destabilizing the design or functionality.
- The content management system will provide the Client with the ability to create unpublished or access-controlled

navigation terms. This will allow the Client to draft entire landing pages of the site and test before taking the section live. It also provides the Client with the ability to create dedicated areas of the site that are only available to certain types of users.

Content: Post Once, Display Many Ways

- The content management system will provide the Client with the ability to display the same content different ways. For example, as a "Pod" or sidebar link, as a "Teaser" with a read more link, in brief format in a grid, in email blasts, on social media sites, and other formats that enhance the site's design.
- Any post can also be "posted" (or tagged) to appear in multiple places on the site without actually duplicating the content, allowing outdated information to be corrected only once without the need to change each instance of the outdated information on the site. This also helps the client to avoid search engine's "duplicate content" penalty, potentially increasing search engine ranking.
- As an example, the following displays can be easily be created when the user creates a publication post called "Mental Health Law":

Full display	 <p>Mental Health Law <i>A handbook on laws governing mental health treatment</i></p> <p>Providing care to patients with mental health issues is complicated. It isn't always easy to know what is "right" and what is "legal." This manual was written to help hospitals understand the laws governing mental health treatment as well as the rights and protections of the patients they serve. Written in a user-friendly manner, all state and federal laws governing mental health treatment and privacy are addressed.</p> <p>The manual also details special protections for individuals who may be unable to make rational decisions regarding their care, specific requirements regarding the use and disclosure of health information and unique reporting requirements.</p> <p>New to this edition is a chapter covering restraint and seclusion. Each manual now also includes a CD containing pdf forms and appendixes in English and Spanish.</p> <p>518 pages (4th edition, 2009)</p> <p>CONTENTS</p> <ul style="list-style-type: none"> • Overview of Mental Health Laws • Principles of Consent for Mental Health Patients • Voluntary Admission and Involuntary Detainment for Mental Health Treatment <p>CHA MEMBER PRICE \$145.00</p> <p>NON-MEMBER PRICE \$295.00</p> <p>Download Order Form</p> <p>Preview Publication</p> <p>Attachments</p> <p>Preview Chapter 5, "Restraint & Seclusion"</p>
Teaser display	 <p>PUBLICATION</p> <p>Mental Health Law <i>A handbook on laws governing mental health treatment</i></p> <p>Providing care to patients with mental health issues is complicated. It isn't always easy to know what is "right" and what is "legal." This manual was written to help hospitals understand the laws governing mental health treatment as well as the rights and protections of the patients they serve.</p> <p>Read more</p>

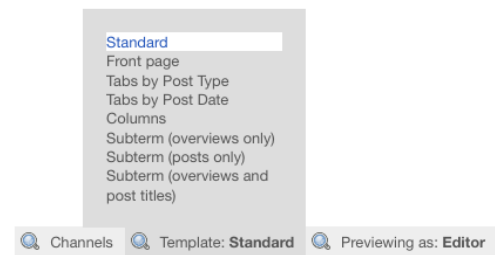
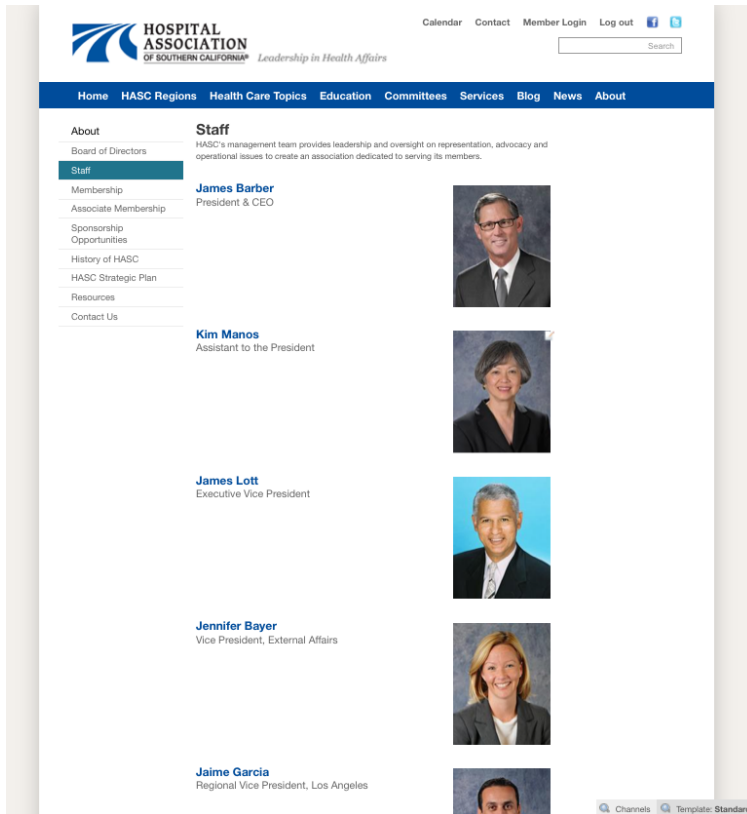
<p>Pod display</p>	
<p>Brief / grid display</p>	
<p>Display when "bundled and blasted" via email (simple mode)</p>	

Display when shared on social media
(e.g. on Facebook)

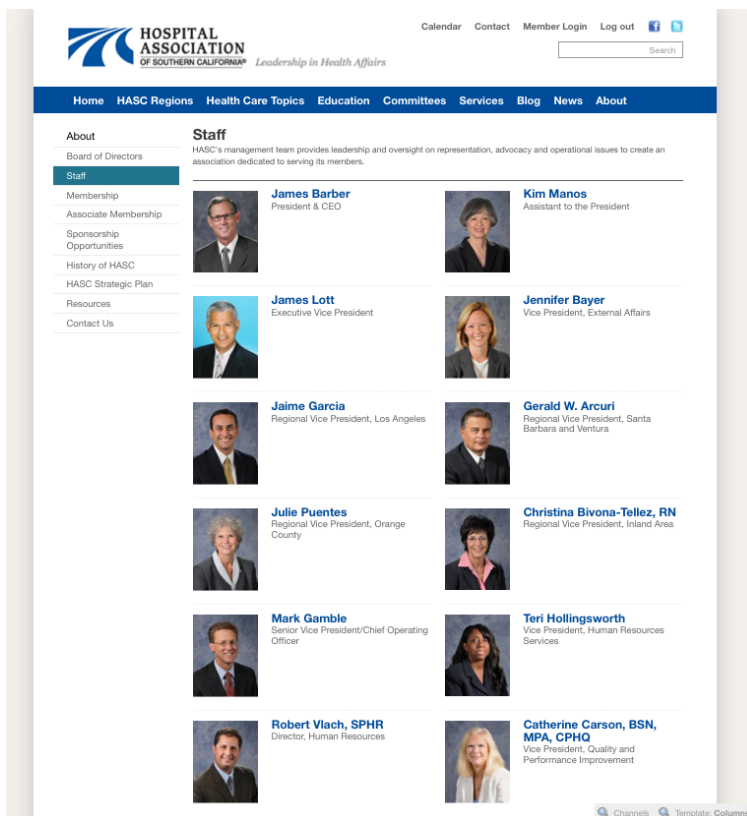


Content: Flexible Templates, Channels and Classes

- The content management system will provide the Client with the ability to easily change the template on any landing page (navigation term) within the site.
- Templates are created by the Developer throughout the website development process, and define the way posts should be displayed in a section (navigation term) of the site.
- The content management system will define regions for posts to display called "channels" allowing the Client to create and designate types of content to display in appropriate areas. (e.g. Upper links will always display at the top of the page in the upper links channel. Overviews will always stay at the top of a landing page and make have a different display than other content in that section. Pods may typically display on the right side of the page, but move to a different position or disappear altogether depending on the template the Client selects for the navigation term. All of these types are examples.) All post types, channels and templates are tailored to needs of the client.



This example shows how the site administrator can change a page from the "Standard" template to the "Columns" (grid) template using the template control bar at the bottom of the page.



Content: Basic and Advanced Faceted Search

- The content management system will provide the end-user with the ability to search all site content by keyword, by date, by category, by author, and/or by type of post.
- After a keyword search is performed, the end-user may filter their results by any or all of these facets, in addition to searching live or archived content.
- The end-user will see dynamic counts for each term when drilling down.

If a user searched for the keyword “service” which yielded 12 responses, the date facet could be constructed like:

- 2010 (2)
- 2009 (10)

Clicking on 2009 would filter the results to the 10 results that were posted in 2009, and would display another date filter:

- Jan 2009 (2)
- Mar 2009 (4)
- Jul 2009 (3)
- Dec 2009 (1)

And from there, the user could further drill down the results.

ALLDATA

LOGIN CENTER | BUY ONLINE | CONTACT YOUR REP | 1-800-697-2533

PRODUCTS | **SUPPORT & TRAINING** | **ABOUT US**

KEYWORD SEARCH

services

☐ Search within results

Search [More options](#)

GUIDED SEARCH

Post type

- [Press release](#) (80)
- [Post](#) (17)
- [Landing Page](#) (9)
- [Article](#) (8)
- [White Papers](#) (8)
- [Blog entry](#) (6)
- [Case Studies](#) (6)
- [Testimonials](#) (6)
- [Features](#) (5)
- [Benefits](#) (2)
- [more...](#)

Navigation term

- [Products](#) (18)
- [Support & Training](#) (25)
- [About Us](#) (107)

Date authored

- [2013](#) (29)
- [2012](#) (51)
- [2011](#) (28)
- [2010](#) (5)
- [2009](#) (20)
- [2008](#) (13)
- [2007](#) (10)

Results

Results 1 - 10 of 156

DON'T LEAVE YOUR FRONT COUNTER BEHIND – [TRAINING FOR THE SERVICE WRITERS]

[image:2] By Wallis Miller, Lead Developer/Training Analyst Keeping your technicians up-to-date with the latest technology is obviously a good investment. Well-trained techs mean fewer come-backs, faster repairs and happier customers and t ...

Post - 06/05/2013 - 12:52pm GMT - 0 comments

MARKETING: THE LOYALTY FACTOR

[image:2] By Vicki Mongan, Staff Editor Most shops spend their marketing and advertising dollars on acquiring new customers. And while that's important, it overlooks your best and surest revenue source—existing customers. Assuming you del ...

Post - 09/06/2013 - 12:27pm GMT - 0 comments

CLEARLY, THIS DOOR GLASS HAS A PROBLEM

[image:2] Jeff Webster, ALLDATA Technical Writer Has this scenario ever occurred in your shop? You make relatively minor repairs to a vehicle and it appears as good as new. A few days later, the owner brings it back and says you missed so ...

Post - 09/09/2013 - 1:46pm GMT - 0 comments


ALLDATA AND MAM SOFTWARE LAUNCH ALLDATA MANAGE ONLINE TO LIFT AUTO SHOP PROFITABILITY


Strategic agreement between ALLDATA ® and MAM Software provides an advanced shop management system to help auto repair shops enhance profitability and strengthen customer relationships. Elk Grove, California – October 28, 20 ...

Press release - 10/28/2013 - 9:12am GMT - 0 comments

Calendar-Style Displays

- The content management system will provide the ability for content contributors to add events to a site-wide calendar. Events can be color-coded and filtered by type, and downloaded in Excel for offline use.

 JESUIT HIGH SCHOOL MEN FOR OTHERS						
Follow Like 5k <input type="text" value="Search the site"/> Go						
ABOUT US ADMISSIONS ACADEMICS ATHLETICS CAMPUS LIFE PASTORAL AND SERVICE SUPPORT JESUIT						
Year Month Week Day All Events Academics Athletics Pastoral/Service For Parents For Alumni Bell Schedule						
« Prev May 2012 Next »						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 6-1-3-2-4 Senior Exit Interviews Summer Service Commissioning Lunch - Location TBA Incoming Freshman Instrumental Auditions HC-B Varsity & JV Baseball @ Sheldon HS Freshman Baseball @ Oak Ridge HS Varsity & JV Volleyball @ Oak Ridge HS Varsity & JV Lacrosse @ Bella Vista HS Kairos 110 Reunion Choral Room	2 5-6-3-1-2 Senior Exit Interviews Loyola Guild Installation Luncheon Off Campus Track & Field @ Sheldon HS	3 4-5-3-6-1 Senior Exit Interviews Senior Service Reflection Period 3, Lunch Board of Trustees Board Room Varsity & JV Baseball vs. Sheldon HS Marauders to host the Huskies Freshman Baseball vs. Oakmont HS Marauders to host the Vikings Varsity & JV Volleyball vs. Ponderosa HS Marauders to host the Bruins JV & Varsity Lacrosse @ Granite Bay HS	4 4-2-1A-5-6 Eucharistic Liturgy, Special Schedule :50 min Classes, 8:15 start/2:20 dismissal Alumni / Senior Day (Formerly known as Career Day) ACT Registration Deadline for 6/9 Test Farewell Liturgy Gym - Dress Attire Required SS Var Rugby Playoffs Diving Sectional Trials Senior Ball Sacramento Grand Ballroom	5 Diving Sectional Finals SS Var Rugby Playoffs SAT Information Test Dates Freshman Baseball @ Del Campo HS Junior Prom Arden Hills
6 Choral Concert	7 1-2-HR-3-4-5 AP Chemistry Class Office Runoff Election Homeroom Incoming Freshman Instrumental Auditions HC-B Varsity & JV Baseball @ Pleasant Grove HS Awards Convocation and Reception Gym, HC	8 6-1-3-2-4 SAT Registration Deadline for 6/2 Test AP Spanish Language AP Art History Varsity & JV Baseball vs Pleasant Grove HS Marauders to Host the Eagles Jesuit Drama Touring Show	9 5-6-3-1-2 AP Calculus AB & BC Varsity & JV Baseball @ Pleasant Grove HS Symphonic Band Concert HC-B	10 4-5-3-6-1 AP US History AP English Literature AP Latin Booster Club Board Meeting Concert & Jazz Band Concert HC-B	11 A1 (Mtg-2-4-5-6) Faculty/Staff Formation	12 Golden Empire Music Festival OSUS - TBA SS Var Rugby vs SD Mustangs
13	14 1-2-HR-3-4-5 AP Biology AP Physics AP Music CSF Spring Service Hour Forms Due Orchestra Concert HC-B	15 6-1-3-2-4 AP Government-US Instrumental Music Concert & Band Awards HC, HC-B	16 5-6-3-1-2 AP English Language	17 4-5-3-6-1 AP Macroeconomics Repetitions AP Microeconomics Baccalaureate Instrumental Rehearsal HC-B	18 A1 (Mtg-2-4-5-6) Faculty/Staff Formation Repetitions	19 SS Var State Cup
20 Spring Sports Awards Gym, LT, HC, HC-T, Choral Room, Library	21 Repetitions Baccalaureate Practice Gym - Mandatory for All Seniors	22 SEMESTER EXAMS Foreign Language - 9:00-10:30 Science - 11:00-12:30 English - 11:00-12:30 Visual & Performing Arts - 1:00-2:00	23 SEMESTER EXAMS Social Studies - 9:00-10:30 Science - 11:00-12:30 Baccalaureate Music Rehearsal HC-T, Choral Room, Library	24 End of the Academic Year SEMESTER EXAMS Theology - 9:00-10:30 Mathematics - 11:00-1:00 Conflicts - 1:30-3:00	25 Graduation Practice Mandatory for all Seniors	26 48th Annual Jesuit High School Commencement Exercises Memorial Auditorium, Sacramento Safe and Sober Grad Night Celebration
27 Safe and Sober Grad Night Celebration	28 Registration Cards Due for 2012-2013	29 Spring Sports Awards Gym, LT, HC, HC-T, Choral Room, Library	30	31 Faculty/Staff Events Offices Closed Faculty/Staff Family BBQ		



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University of California, Davis
 Search the site

PROSPECTIVE STUDENTS
 FACULTY & RESEARCH
 CORPORATE CONNECTIONS
 ALUMNI
 NEWS CENTER
 ABOUT US

Select Month/Year to Display:
 June 2013 Apply

Select Event Type(s) to Display:
☐ Admissions/Info Sessions
 ☐ Corporate Connections
☐ Alumni
 ☐ Student Clubs
☐ Faculty Conf., Seminars
 ☒ All Events

« Prev
 June 2013
 Next »

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
			UC Davis MBA Information Session in	UC Davis MBA Information Session in	Sustainability & Finance Symposium	
9	10	11				15
		Drop-in Office Hours in the Bay Area Meet with UC Davis Admissions staff and find out how to strengthen your application for fall 2013		Admissions staff and find out how to strengthen your application for fall 2013		
16	17	18	19	20	21	22
	Drop-in Office Hours in the Bay Area Meet with UC Davis Admissions staff and find out how to strengthen your application for fall 2013	Crush The Campaign Please join us for an evening with fellow CSM alumni to support participation in the Annual Giving Campaign.				
23	24	25	26	27	28	29


SACRAMENTO MBA INFO SESSION
UC Davis MBA Information Session in Sacramento
 Discover how the UC Davis MBA prepares innovative leaders for global impact.
[Register For This Event](#)

Integration of External Web Services for Online Registration, Donations, and E-commerce

- The content management system will support the two methods of integrating external / third-party online registration, donations, and e-commerce web services, such as EventBrite, RegOnline, CVENT, DonateNow, etc: embedded and link-based integration.
- The content management system makes it easy for site administrators to build a page that provides information about an event (for example) on their website, then to integrate the event registration form on that page, even if the actual event registration is handled by another web service. Through integration, the user can complete registration without the appearance of leaving a Sarpy County-branded site.
- The two examples below illustrate two levels of integration. The first example shows how an EventBrite registration form is embedded directly into the event page. The second example shows how the event description page can link to the registration page. Many platforms support the first method (embedded integration) and nearly all event platforms support the second method (link-based integration).

Example 1: Embedded Integration

The 3rd party event registration widget (EventBrite) is embedded directly into the page by the content management system. (The widget in this example is the "Ticket information" rectangle below, which matches the look and feel of the site.)

charity 2.0 | how SF gives back

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This item appears in:

[Featured upcoming events](#)[Parties](#)

EVENT

Reason to Party Presents "Good Friday"


Celebrating the arrival of Spring with a masquerade dance party at Supper Club

Join Reason to Party on Friday, April 22nd as we celebrate the arrival of Spring with a masquerade dance party at Supper Club, one of San Francisco's chicest venues. We promise you a spectacular night filled with color, light, warmth, mystery, and good friends—all in support of a great cause—Global Glimpse, a non-profit that provides leadership training to Bay Area high school students through summer programs in Latin America that emphasize community service, mutual understanding and respect, and college preparation.

All proceeds go to local non-profit Global Glimpse. For more information, go to www.globalglimpse.org





When: Friday, April 22, 9pm to 2am
Where: [Supper Club, 657 Harrison Street, San Francisco, CA 94107](#)

Purchase tickets early as the first 100 guests receive a special \$30 ticket, Presale tickets then move to \$40 until 4/21 and tickets will be available for \$50 at the door!



Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Pre-Sale (Early-Bird) General Admission Tickets more info	Apr 15, 2011	\$30.00	\$2.49	<input type="text" value="0"/>
Pre-Sale General Admission Ticket more info	Not Started	\$40.00	\$2.99	N/A
VIP Carnival Ticket more info	Apr 22, 2011	\$100.00	\$5.99	<input type="text" value="0"/>
I cannot attend but would like to donate to Global Glimpse	Apr 22, 2011	Enter amount (\$) <input type="text"/>		

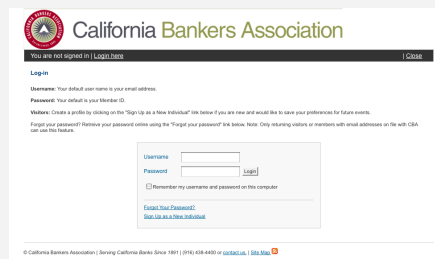


Example 2: Link-based Integration with custom theming

The content management system hosts all the information about the event.

The large red "register now" button upper right links the user to the 3rd party system for login and registration in a new window or tab, leaving the main site open in the background.

The 3rd party web service has been themed using Webwrap™, our trademarked technology, to match the site.



Consulting: 3rd party integration of web service

- In addition to providing the time necessary to provide linked integration to the 3rd party web service(s), this scope of work provides up to 10 hours of additional time for "fit and finish" consulting and development with the goal of improving the look and feel of the identified 3rd party web services.
- Digital Deployment recommends selecting 3rd party vendor(s) which allow custom CSS to be added to applicable pages to maximize its ability to match the look and feel of the site via use of our Webwrap™ technology.
- Digital Deployment is available to assist the Client in evaluating potential vendors at the request of the Client.

Content: Electronic Newsletter Management System

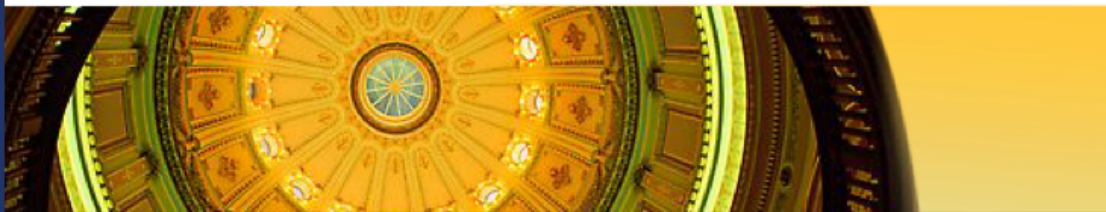
- The content management system will provide the Client with the ability to create one or more electronic newsletters.
- This agreement provides for the design of two (2) newsletter headers for the organization for use with the "Bundle and Blast" newsletter delivery system.
- Each newsletter can have one or more issues. Client may create as many issues for a newsletter as they wish.
- Each newsletter issue is comprised of articles or posts created in/chosen from the content management system. Each newsletter will feature headlines and summaries of the selected posts with "read more" links leading to the website. This allows the Client to track which posts are most popular with readers.
- The newsletter can be broadcast to subscribers. Subscribers may sign-up for the newsletter via the website, or they can be imported by the Client from an existing list (e.g. Excel Spreadsheet through the website.) Addresses may

also be bulk assigned to newsletters. A list of emails could be subscribed to both Go Sarpy updates and The Sarpy County Department of Tourism Quarterly Newsletter, for example. (Note that the actual names of newsletters are decided as part of the 5-Phase Process.)

- Every email will contain an unsubscribe link, in case the recipient no longer wishes to receive the newsletter.
- Client understands that graphics in emails are blocked by some email programs and that certain recipients may only be able to read text-only versions of the email, and others may not receive the newsletters at all. Delivery and readability of email newsletters are dependent on a number of factors, including a recipient's email security settings, internet service provider policies and third-party firewall and spam-filtering software.



Leadership in Health Policy and Advocacy



May 27, 2011

This Week in Health Care Reform

Executive briefing for California hospital leaders

RECENT DEVELOPMENTS

- > [Governor Welcomes Hospital Leaders to Sacramento](#)
- > [CHA Drafts 3 ACO Comment Letters for Review](#)
- > [CHA to Participate in CMS Forum on Pioneer ACO Model](#)
- > [Final Rule Issued on Insurance Premium Increases](#)
- > [Comprehensive Federal Updates Available on CHA Website](#)
- > [Questions?](#)

Governor Welcomes Hospital Leaders to Sacramento

Gov. Brown joined California hospital leaders for CHA's 2011 Health Policy Legislative Day, April 6 in Sacramento, calling on the health care executives to take their messages directly to state legislators who are faced with "making tough and serious cuts."



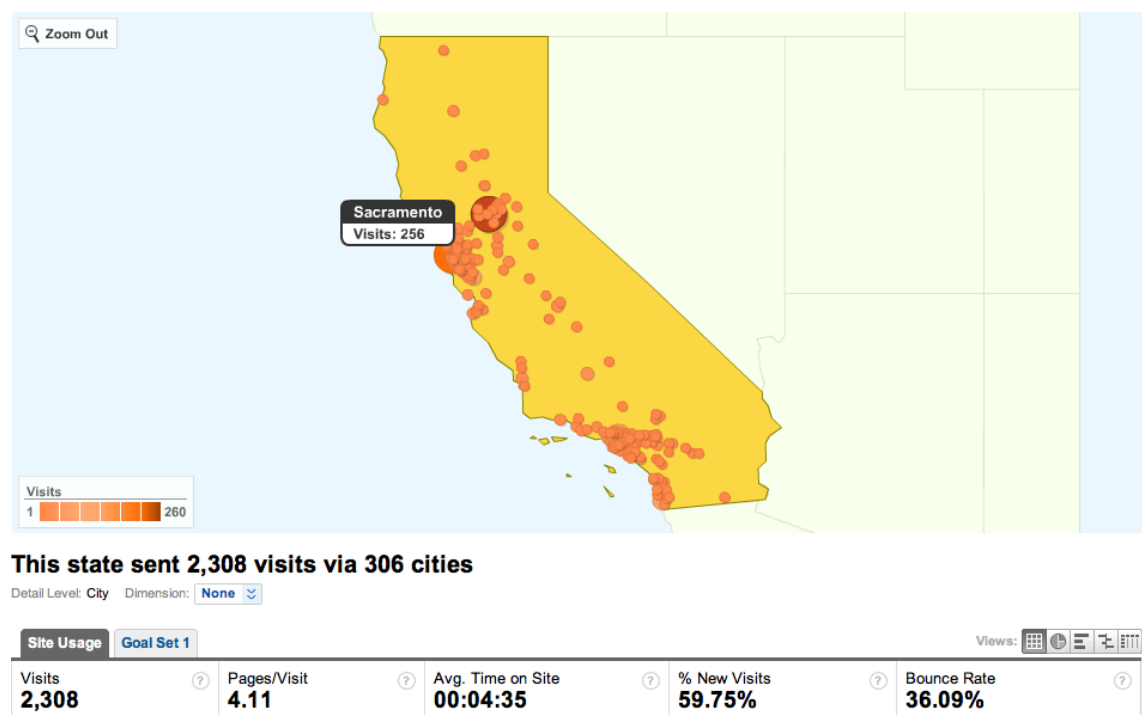
Bundle & Blast™: The content management system will allow you to choose existing content on your site, *bundle* it into a newsletter, and *blast* it to recipients without needing to re-type or reformat the document in any way. The stories listed under "recent developments" the email above are pages on the client's site bundled into an email.

A robust customized email template is one of many features included with the newsletter management system. They are mobile-device tested with special rules that automate text resizing on smaller devices.

Advanced Traffic Analysis and Search Engine Optimization

The Client’s website will give the Client the ability to create and organize content in such a way to improve search engine rankings of the Client’s website, and make content on the site more relevant to search terms likely to be used by potential site visitors in search engine queries. Specifically, the Client’s website will give the Client the ability to:

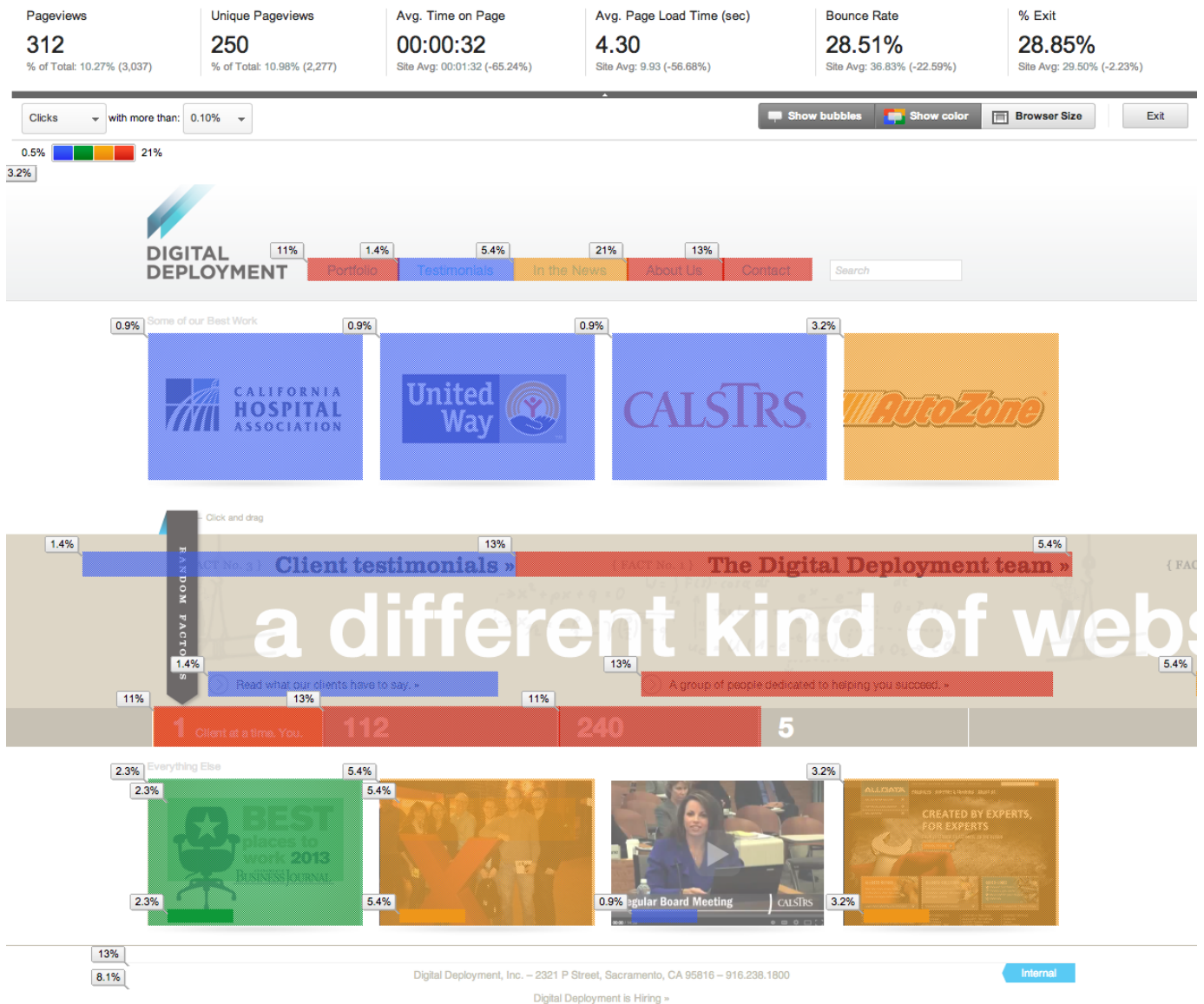
- Create and manage specific language used by search engines to index and rank website content, including visible and nonvisible “tags” such as keywords and meta-tags (non-visible index terms), for all primary links and landing pages. This will enable major Internet search engines to better connect potential site visitors to material on the Client’s website.
- Embed Google Analytics tracking script on all pages.
- Use Google Analytics for monitoring site traffic to improve understanding of site visitors and their behavior on the Client’s website (such as which content is most popular, identifying new versus returning site visitors, identifying where visitors are located geographically, how visitors reach the site, and what search terms visitors used with search engines to find the Sarpy County site).
- Developer will provide training on use of the tools and capabilities described above.



This screenshot demonstrates the ability to visualize visitors geographically.



Google Analytics allows the client to monitor site traffic to improve understanding of site visitors and their behavior on the Client's website (such as which content is most popular, identifying new versus returning site visitors, identifying where visitors are located geographically, how visitors reach the site, and what search terms visitors used with search engines).



Digital Deployment has developed enhancements to provide better integration with Google Analytics. One such enhancement, included in this proposal, empowers site administrators to see heat maps of popular content and clicks, real-time site traffic flow, and user segment data overlaid on their site.

Digital Deployment Mobile Platform

What is DD Mobile?

DD Mobile is a mobile delivery platform and service offered by Digital Deployment which provides a new way to display your website in a way where the site's content is optimized for handheld devices. Note: Participation in the DD Mobile program requires that clients currently have a Service Level Agreement (SLA) with Digital Deployment.

But wait, doesn't my Digital Deployment site already work on mobile devices?

Yes, it does, however the number of columns, text size and spacing aren't optimized for a handheld device, and may require your users to zoom and pan to read all content. We call that "mobile-friendly," and our sites perform very well on mobile devices, but it's not a mobile platform. Among other innovations, the platform leverages numerous improvements such as click-to-call and swiping that would not be available on a traditional desktop environment.

Is DD Mobile an App?

Yes and No. It is technically an HTML5 app.

- We would answer "No" only in that the App is not available in the app store, so you can't make money from selling it there.
- Otherwise, the answer is "Yes" in that it can be installed, and has an icon that appears on your home screen that runs as an App.
- HTML5 apps are becoming increasingly popular for those whose revenue strategy does not depend on App sales revenue and who want to have an app that is ubiquitous across nearly all smartphone devices. (iPhone, Android.) Native Device-specific apps sold in the app store offer better performance for graphic-intensive or accelerometer-dependent applications like Games, however, for content-rich apps, HTML5 has become a more common standard.
- The new Google Maps for iPhone is an example of an HTML5 app.





The mobile platform features an administrative interface for clients to change their homepage links, navigation, icons, and other settings.

Startpage Link 1		Startpage Link 2		Startpage Link 3	
Icon:	Title:	Icon:	Title:	Icon:	Title:
	Your Benefits		Publications		Retirement Planning
Remove Icon	Redirect To:	Remove Icon	Redirect To:	Remove Icon	Redirect To:
	taxonomy/term/144		taxonomy/term/118		taxonomy/term/147

What is the difference between my website and my app?

Because of the highly-integrated nature of your website and the DD mobile app, your website, when viewed on a handheld device, and your App become one. This means that if someone follows a link to your website that you email out on their handheld device, they will automatically see the DD Mobile version of the site. If they open the same email on their desktop, they will see the website normally.

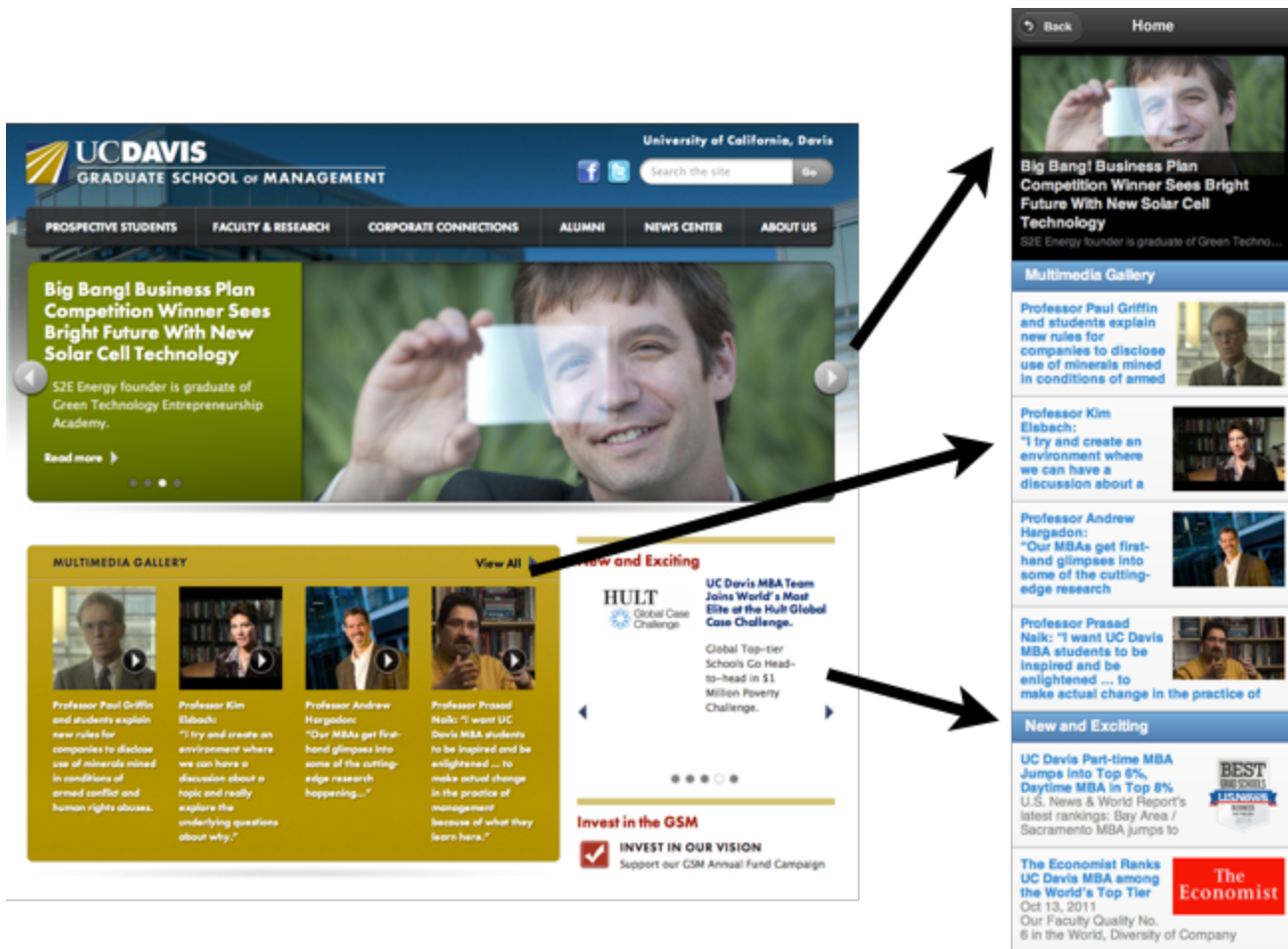
Basically, DD Mobile makes your site beautiful on handheld devices when viewed from any mobile browser and also makes your website installable as an App on most mobile phones.

DD Mobile app general infrastructure

- Digital Deployment will develop an HTML5 mobile app platform using a generally accepted framework, such as jQuery and jQuery Mobile, for most app functions.
- Digital Deployment will create an HTML5 base template for the mobile app platform that differs from the main site's template. (The site's main template is currently XHTML to maximize compatibility with older browsers.)
- Digital Deployment will create a mechanism to automatically detect handheld devices and serve them the mobile-optimized version of the content.
- Digital Deployment will design the page to use WAI-ARIA roles for accessibility.
- Digital Deployment will ensure that the mobile platform uses AJAX-based requests on compatible devices to prevent page refreshes.
- Digital Deployment will program the back and forward buttons on the browser to be fully functional despite the asynchronous nature of the requests.
- Digital Deployment will create the DD mobile platform such that an app-like toolbar is present at the top of all pages.
 - The mobile platform will have persistent toolbar links at the bottom of all pages that highlight when active and display a short title and an icon.
 - The mobile platform will utilize appropriate transitions between pages, including slide and fades consistent with the user's present location and any navigation action.
 - The mobile platform will provide the ability to collapse the navigation and toolbars on appropriate devices when the user is typing content into a form field to maximize space for an on-screen keyboard overlay.
 - The mobile platform will have the option of opening external links in a new mobile browsing window.
- Digital Deployment will develop an administration screen available to certain roles deemed appropriate (e.g. system admin) to perform certain functions, such as customizing the start page, changing the block mappings, changing app colors, overriding splash screens, changing the app name, and other administrative functions.

Conversion of content zones into a single-column display

- Digital Deployment will take the client's website and analyze the different content blocks and zones. Digital Deployment will create the DD Mobile platform such that it will retrieve the existing content blocks and map them to four standard mobile zones.



App performance requirements

- **Bicubic image resampling:** The DD Mobile platform will serve the appropriate image sizes to the handheld device, downsampling images (using a bicubic scaling algorithm) when appropriate.
- **Optimization for Retina display:** The DD Mobile platform will automatically oversample images beyond 72ppi as appropriate for Apple's Retina display and other high pixel-per-inch displays. Digital Deployment will implement a single image preset that accommodates both resolutions as well as possible.
- **Client-side caching:** The DD Mobile platform will use DOM object caching, browser manifests, and DOM prefetching when appropriate to optimize speed.
- **No 'sync' or delay is ever present when updating:** Digital Deployment will ensure that cache clearing mechanisms are fully synchronized with the main website. This means that content which has been updated and displays live for anonymous users on the website will always also be available on the mobile device.
- **Serve static library resources from Content Delivery Networks (CDNs):** The DD Mobile platform will load the jQuery and jQuery mobile javascript and CSS files from the Google CDN for optimal performance and bypass Drupal's less performant aggregation and caching mechanism.

Universal links and URL/URI infrastructure

- **Uses the same URLs regardless of device.** Digital Deployment will ensure that if users on a client's app share a link with others, the shared link will open in the correct environment regardless of what device the sharer used. Digital Deployment will not use a special subdomain to handle mobile traffic.
- **Supplies canonical source links and follows the canonical url specification on all post pages.** Digital Deployment will add <link rel='canonical' ... tags to the top of each post-level page to ensure that the correct (primary) domain and primary URL is shared and correctly indexed by search engines.

Practical examples of why universal links matter

- **Sharing between users:** Suppose a site does not use the same URL regardless of device, and redirects all traffic to use a special subdomain, e.g., m.website.com. User A accesses a link she received via email the site on her mobile phone and is redirected to m.website.com/article.html. User A chooses to share the article with her friends on Facebook, and ends up sharing m.website.com/article.html with her friends. User B, sitting in their office, pulls up m.website.com/article.html which is perhaps an inappropriate view for that user. User B chooses to “like” the article, and ends up accidentally liking the mobile version, effectively dividing the total number of “likes” between the two urls. User B also goes to print the page, and it does not print correctly.
- **Google Analytics tracking:** By using the same URLs, goal workflows and general traffic reports do not have to be separately tracked and totalled—instead they all included in the same report in order to get the full picture of user engagement. This saves the website administrator a great deal of time.

Customizable start page and loading screen

- Digital Deployment will provide the Client with the ability to manage a special mobile start page. The client will have the ability to add and remove up to six custom links / shortcuts for mobile users.
- Digital Deployment will provide the necessary design services to render a brand-appropriate background for the start page. Client will have the ability to change this image with a new image of the appropriate dimensions and format without needing to contact Digital Deployment for assistance.
- Digital Deployment will provide the necessary design services to render a brand-appropriate splash page for users on select devices (e.g. iPhone) who have installed the app on their devices. The splash screen displays while the app is initially loaded. Client will have the ability to change this image with a new image of the appropriate dimensions and format without needing to contact Digital Deployment for assistance. Digital Deployment cannot guarantee that splash images will be read by all devices or future devices.

Creation of four content block zones

- Digital Deployment will provide the ability to map the blocks into four different content zones. Each zone can contain one or more blocks. Digital Deployment will determine the appropriate mapping of blocks to zones in collaboration with the client.

Zone 0 - Carousel Zone (Title/Subtitle/Image)

- The Carousel Zone will display only the Title and Subtitle of the posts assigned to blocks assigned to that zone. It will also display the carousel image or another designated image preset geometrically appropriate for that area.
- The subtitle will display on a single line. If the subtitle is longer than the line allows, an ellipsis will be added at the end.
- The carousel zone will cycle through the posts contained in it.
- The carousel zone will advance to the next item by a swipe motion from the user.

Zone 1 - Main Content (Full Display)

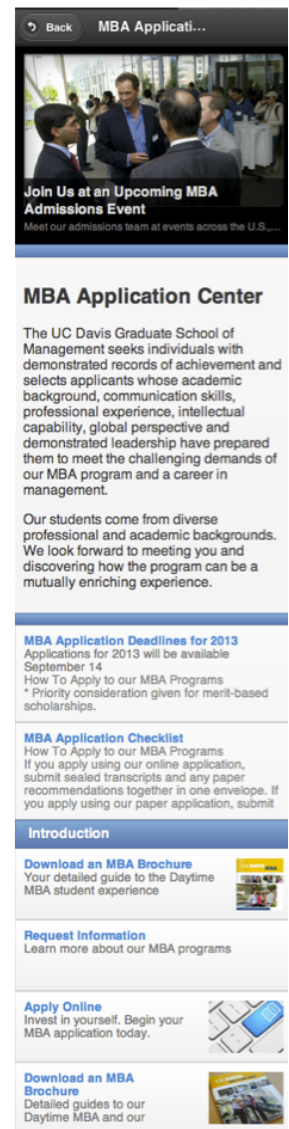
- The main content zone will allow any posts assigned to blocks assigned to that content zone to fully display. This zone will be configured to accept the overview posts on term pages and the full post display block on full post pages.

Zone 2 - Teasers (6 lines)

- The teaser content zone will display 6 lines of text including the post title (in bold), the subtitle, any meta information, such as author or date (appropriately derived from the post type default behavior on the main site) and teaser text. Any content in excess of 6 lines will be hidden until the user clicks on the item to display more.
- In the teaser content zone, all posts are clickable to fully reveal their contents in another pane regardless of their clickability on the main site.
- Images will be included in the teasers, appropriately sized and floated to the right.
- Images will reuse existing imagecache presets where appropriate to minimize the need for the administrator to crop images twice -- once for the main site and once for mobile.
- Teasers will support the display of non-croppable images, such as logos, although they may be forced to a very small size.

Zone 3 - Small Teasers (4 lines)

- The small teaser content zone will display 4 lines of text including the post title (in bold), the subtitle, any meta



information, such as author or date (appropriately derived from the post type default behavior on the main site) and teaser text. Any content in excess of 6 lines will be hidden until the user clicks on the item to display more.

- In the teaser content zone, all posts are clickable to fully reveal their contents in another pane regardless of their clickability on the main site.
- Images will be included in the small teasers, appropriately sized and floated to the right.

Advanced Mobile Functionality Concepts

- The mobile platform will allow users to easily email themselves an attachment or print it from the device. Note that printing capability will depend on native device support, however, Digital Deployment will follow best practices for providing the document to them.
- The mobile platform will provide for an enlarged text version for iPad Mini, and an optional enlarged text version for iPad

Advanced Content Processing

- The mobile platform will automatically convert all US phone numbers into clickable buttons / links compatible with the tel: protocol as defined in RFC 3966, allowing users to quickly call numbers they see on the website.
- The mobile platform will automatically exclude any phone numbers that are not relevant to the handheld user, such as fax numbers. The mobile platform will analyze all phone numbers and hide those containing the keyword "Fax".
- The mobile platform will intelligently understand extension numbers regardless of how they are entered, and correctly interpret them, adding a pause between the phone number dialed and the entry of the extension number. The mobile platform will also tolerate the presence or absence of a +1 prefix and still calculate extensions correctly.
- The mobile platform will intelligently process form items, widening buttons, normalizing text field widths.
- Large tables in the content will be automatically given an overflow: scroll property

Advanced Template / View Support

- The mobile platform will automatically interpret non-standard navigation term templates, e.g. staff directories or other custom views.
- The mobile platform will add a quick search box on the top of appropriate views for quick and instant filtering by keyword.

Mobile Calendar Capability

- Digital Deployment will design a special calendar interface specifically for mobile, enlarging date numbers and days of the week, in a single column. The interface will allow users to browse back and forth through months.

Mobile Platform Compatibility

Digital Deployment will design the platform to be compatible with most modern mobile browsers. Some less compatible

devices will be automatically returned to the standard XHTML non-mobile version of the site. Digital Deployment will work with the client to determine the proper compatibility threshold.

Assumptions and Important Disclosures

Resources

- Digital Deployment will work directly with Sarpy County lead project owners to correctly understand and capture the business and member requirements, technical design and development, project planning, communication goals and objectives.
- Sarpy County Department of Tourism will choose and empower a primary point of contact to represent and manage Sarpy County stakeholders, resources and division of labor throughout the website development process.
- All Sarpy County resources (including, but not limited to key stakeholders, decision-makers, and content contributors) may be needed to offer guidance and input during the process.
- If Sarpy County resources are unable to complete dependent tasks due to outlying project demands or the project schedule changes impacting the completion date of Digital Deployment's assignment, the project will be re-evaluated and re-defined under a new approved schedule and terms.
- Digital Deployment will serve as a producer for specific deliverables outlined within this proposal.
- Digital Deployment may require on-site access to provide direction to the Sarpy County director, project manager, business lead and/or internal project team members.

Delivery

- The approval process for specific deliverables may include various departments or units, but final decisions will be made by a single point of contact in coordination with internal stakeholders.
- All project issues will be resolved in a timely manner.

Project Risk Management

- Any project team member or stakeholder that becomes aware of a potential risk factor is responsible for documenting risks identified that may affect this project and submitting such documentation to Client's project manager and shared with Digital Deployment account manager. Digital Deployment's account manager will review the documentation and respond accordingly in a timely manner.

Work Scope & Budget

- The scope of the project is described in the proposal.
- Formal scope change procedures will be followed in the event there is significant change to the scope of work requested.

Hosting and Support Options

When the website development process is complete, you will have the option to host with Digital Deployment, and the option to retain Digital Deployment to work on your site.

Technology Platform and Website Hosting

Digital Deployment's servers exceed industry standards for reliability and performance, designed to meet the needs of institutions and organizations that can't tolerate downtime. Its servers are distinctly reliable, robust, and resilient to attack. Digital Deployment's hosting solutions ensure fast delivery of content to users under a variety of conditions, even when using data-intensive website applications.

Our servers are located in the Level 3 Communications data center in Los Angeles, California, which is a Tier-4 (highest reliability) center. We also have a secondary hosting environment in the CenturyLink data center outside of Boston, Massachusetts, with additional services (such as DNS, CDN, apex record hosting) running on Rackspace and Amazon Web Services. We select data centers on backbone reliability and strong coast-to-coast and intercontinental performance profiles.

Pursuant to Digital Deployment's philosophy, all deployments run on an open-source software stack including Linux, Apache, Nginx, MySQL, PHP, Drupal, CKEditor, and jQuery. In plain English, we use software that is free, portable, well-tested and widely used. This stack is also used by whitehouse.gov, amnesty.org, and popsci.com.

Free Hosting for Life

Digital Deployment will provide full hosting services for the life of your website at no cost. Digital Deployment has invested countless hours of development time to configure and optimize a hosting environment specifically tailored to its software solution.

While you are required to host the site with Digital Deployment to take part in the ongoing maintenance and support agreement (SLA), it is technically possible to host your site elsewhere. It is also worthwhile to note that as yet, no clients have chosen to do so for their production sites. Digital Deployment can provide you with a full backup file of your site at any time, which you can use to upload to a new hosting provider, retain as your own backup, or test on your own servers. This proposal does not include consulting in setting up a separate hosting environment (e.g. setting up a mySQL database and webserver, configuring Drupal settings files, choosing appropriate caching settings, conducting and testing regular Drupal security and module updates, optimizing and tuning performance with applications like varnish and memcached) should you choose to host elsewhere.

Security Practices and Risk Management

Continuity of Operations

Sometimes clients ask, "What happens if Digital Deployment wins the lottery or gets hit by a bus? What happens to our

website?" This is a great question -- and it's an important question to ask. We have established a comprehensive continuity of operations plan to ensure the survival of our clients' websites:

- An independent, prepaid hosting service: by hosting in one of the world's top data centers, clients benefit from 24/7 monitoring of all the hardware required to deliver their website. Websites will operate, get backed up, and data center staff can roll back a clients site to the last snapshot/backup with no action required from Digital Deployment. Daily backups made every 24 hours are kept for 7-14 days. Digital Deployment has hosted its sites since 2004 and has strong, personal relationships with its hosting providers.
- All of our clients who have service-level agreements are issued, upon request, direct contact information to the center as part of our "Redline response" program, which serves as a second line of defense in case we are unavailable.
- We take a holistic approach to managing the integrity of our hosting platform, from ensuring the security and stability of the servers and network to extending our company's liability insurance to the data center. In addition to high-limit property/casualty and professional liability insurance, we also carry \$1,000,000 in a special coverage: the Cybertech+ Liability Protection by Travelers Insurance. We carry all three extensions for Cybertech+ including (1) Technology Errors and Omissions Liability Protection, (2) Network and Information Security Liability Protection, (3) Communications and Media Liability Protection. Though we have been incident-free in our 10 years of business, we are still proactive and protective.
- Familiar, industry-standard software: Digital Deployment builds on Drupal, a very popular and portable open-source content management system. The "plumbing" is standard and recognizable so, in a pinch, another firm or service provider could take it over and would have a way to understand the site's fundamental structure.
- The ability to make your own backups: Users with the "system administrator" role on your site may make backups (and restorations) of the site's entire database. Because Drupal, by design, is extremely portable and platform-independent, you could take your site and host it somewhere else. Although none of our clients have ever chosen to host their own sites, many have downloaded copies to be sure they could if they needed to.
 - Technical notes for the IT-minded: We use the "Backup and Migrate" module to produce a big ZIP or TAR.GZ file. We can also provide a full backup of the site's file structure. There are tools like JumpBox that allow you to quickly install Drupal as a virtual machine. (By swapping in the backup database and downloading the "/sites" folder on your Digital Deployment site into your local "/sites" folder, it is possible to get your site running on a local machine.)

Security Practices

- Real-time activity logging and log parsing are used to watch for intrusions and errors. Database data is stored redundantly and nightly backups are kept in a separate, off-site, secure location.
- Security alerts, electronic mailings and site traffic are monitored by live data center personnel 24/7. As updates and fixes become available, they are installed during normal, scheduled maintenance windows.
- A comprehensive suite of protection software conducts various intrusion detection tests to protect against port scanning, syn flood, IP spoofing, and Denial of Service attacks.
- Access to private networks and servers containing customer document and database data is limited to key

operations staff through multiple biometric scanning measures and access to information requires valid login credentials.

- Revision control and deployment branches are maintained using "git" -- the leading open-source revision control system, used for projects like the linux kernel and the Android operating system.
- All source code is managed in a secure version-controlled code repository. Changes to the codebase are reviewed before deployment. All code is stored in at least two branches: a development branch with new features and a stable branch with extensively tested features. Changes are digitally signed by the developer and any errors or unwanted revisions can be quickly identified and rolled back. Digital Deployment has a monthly release cycle which includes extensive QA and beta testing before release to production sites.
- Standard security updates released by the Drupal Community are applied in the next regularly scheduled maintenance interval. Critical security alerts are patched immediately. Digital Deployment staff are notified of relevant security announcement, and installed modules are routinely audited and checked for updates.
- With the exception of data center staff, no third parties have access to client data.
- Clients are notified immediately of any security incident or network outage by email.

Support and Maintenance

Although our clients publish their own content largely without assistance, Digital Deployment provides high-assurance support, offers ongoing training, and site design and feature refreshes within our Comprehensive Service Level Agreement (SLA) program.

The Service Level Agreement Program (SLA), which offers several advantages over a traditional hourly agreement:

- An all-inclusive program at a flat rate
- Offers a complete warranty for any sudden problems you encounter with your website, creating a financial incentive for Digital Deployment to build an error-free product (compared to other models which charge to repair problems and resolve issues with the product provided)
- Includes ongoing feature development, providing the latest technology and new functionality; website is continually upgraded with the latest security updates
- Includes ongoing training and professional development to better leverage the site's technology and website best-practices

No Cost Enrollment for 30 Days

At the completion of the Phase 5, the Client is automatically enrolled in the Service Level Agreement (SLA) Program for 30 days at no charge. The client may discontinue the program at any time.

About Digital Deployment

Digital Deployment, Inc is a highly collaborative website development company serving institutions, corporations, associations and nonprofits worldwide. Digital Deployment is headquartered in Midtown Sacramento, California. It has been locally owned since its inception in 2004. Today, Digital Deployment manages over 275 websites across the United States. Digital Deployment, Inc. is a registered California Corporation.

Digital Deployment has been recognized as of the “Best Places to Work” by the Sacramento Business Journal and has won numerous other awards for its extraordinary culture, strong ongoing relationships with clients and leadership in the community.

Our Philosophy

Welcome to the world of Digital Deployment.

What makes this proposal different than any other you may receive? Here are a few reasons, and why you are going to love working with us:

1. You've never worked with a company like this before.

- 90% of projects launched within 20 weeks.
- 100% of projects launched on budget. **We've never issued a change order.**
- 95% of our clients are still with us after five years, and would recommend us.
- All work is done by core team members, not subcontracted to some people you've never met.
- We are most likely the happiest web development shop on the planet – and it rubs off on our projects.

2. We're here to serve.

- We exist to empower communication and connect communities, standing for the relationship between your organization and its community.
- Our creative, proven discovery process helps illuminate the heart of your organization
- We live our values in our projects: from exploring your purpose to tracking analytics data and delivering on goals

3. Standardization leads to better technology.

- Our proven 5 phase process creates beautiful sites, launched on schedule.
- Our “standard model” technical platform is customized to your needs; being part of a standardized system means no testing phase, no one-off broken features or undelivered promises.

- Easy to use and update – no more waiting on help from IT folks.
- Used by 100s of large and small clients, including Google, Fortune 500s and six of the largest 100 trade associations in the state of California. (Did we mention they recommend us?)
- Support ticketing built into your site to make asking for help easy.
- Extensive knowledgebase articles at your fingertips, along with a community forum where new functionality is considered in a collaborative way, leading to better solutions for all.
- Industry-leading senior developers on staff working hard to create the best system you've ever seen.

Our Team

All of us at Digital Deployment are dedicated to one thing - helping you succeed on the web. Everyone who works at Digital Deployment has had success in business before coming here, and knows what it means to get the job done. We're passionate about our customers, our employees, and the product that brings them together. We love what we do and our clients love working with us.



Mac Clemmens CHIEF EXECUTIVE OFFICER

As CEO of Digital Deployment, "Mac" (short for Michael Alan Clemmens) is responsible for the growth of the company, the formation of a great team, and the construction of a platform that delivers extraordinary value to clients.

Mac's passion is empowering institutions, associations, and non-profits to leverage the web to build measurable and sustainable business value. And yes, Mac uses a Mac :)



Carsen Anthonisen VP, CLIENT SERVICES

Carsen oversees all of Digital Deployment's customer relationships, manages business development and the account team, ensures thorough scoping of all projects, and occasionally manages projects. He also participates in the management of Digital Deployment's finances, business operations and partner relationships. Carsen's interests include his family, playing guitar and jamming with various musicians, watching foreign films, traveling through the Sierra Nevada mountains, building backyard bonfires and grilling with friends.



Sloane Dell'Orto VP, OPERATIONS

Sloane oversees the operation of the project team and Digital Deployment as a whole, training and supporting the team handling all of the tasks related to development. Sloane is also pioneering and improving the company's strategic content services and improving the 5-phase development process.

Her background includes web development, graphic design, event coordination, marketing management, journalism, politics, firefighting, and emergency medicine, giving her a wide range of experience to draw from. Her interests include emergency services, martial arts and meditation.



Dennis Stevense LEAD SOFTWARE ENGINEER

Dennis Stevense is responsible for managing the development team, and planning ongoing development of the platform. He has a Bachelor of Science in Computer Science and Engineering from Delft University of Technology in the Netherlands as well as an International Baccalaureate English A2 Higher Level Diploma for near-native proficiency in English.

At age 18, Dennis had developed the #1 selling iPhone application in the Netherlands, "Trein". It allows train commuters to get real-time delay and disturbance information and has tens of thousands of users in addition to having won many awards and was

featured in Apple insider.

Today, Dennis has moved to California to work at Digital Deployment under an H1B visa. When not working, Dennis enjoys photography and teaches Yoga at Zuda Yoga in Midtown Sacramento.



Jason McWhorter IMPLEMENTATION MANAGER

Jason McWhorter is a web developer and themer for Digital Deployment, applying designs for the websites into a workable digital reality. He has successfully owned and operated his own computer contracting service for the past 4 years in order to have more independence and freedom in his work life. He has extensive self-taught knowledge of many computer languages such as PHP, Actionscript, Javascript, jQuery, MySQL, CSS, XML, HTML and many others.



Haley Corina CUSTOMER SUPPORT MANAGER

Haley Corina is a Customer Service Manager for Digital Deployment. Haley's primary role is providing problem-solving resources to clients, managing support staff, and channeling client feedback to the development team. Haley will also help evolve Digital Deployment's customer support policies as our client list continues to grow.



Benjamin Shell [SENIOR SOFTWARE ENGINEER](#)

Ben has 15 years of experience in various web technologies, including Drupal, jQuery, JavaScript, PHP and databases. His development skills have been honed over the years on large projects with challenging implementations; one of his core strengths is his ability to determine the best solution for the need at hand.



Rocky Martin [BUSINESS DEVELOPMENT MANAGER](#)

Rocky is our first Business Development Manager. Rocky is an accomplished relationship builder with a strong commitment to helping clients succeed, most recently serving as a sales representative for Paychex, Inc. During his five years with the company Rocky successfully developed hundreds of new relationships with clients in a variety of industries, regularly exceeding sales revenue goals. He will be working closely with Carsen Anthonisen to develop and manage Digital Deployment's customer relationships.



Cole LaFrance **IMPLEMENTATION MANAGER**

Cole is Digital Deployment's new front end developer. His skill-set includes Photoshop, Illustrator, InDesign, CSS, HTML, & Drupal. Equipped with a Bachelor's Degree in Business Administration from the University of Texas at Dallas, Cole moved to Sacramento in 2011.

Outside of work he enjoys exploring California with his partners in crime: Sara and their dog Spookie. His interests include the arts, automobiles, and craft beer.



Ginger O'Brien **CONTROLLER**

Ginger works hard to ensure all financial and legal matters of Digital Deployment are in order. From coordinating the health benefits for employees to tracking down lost receipts, Ginger supports Digital Deployment's day-to-day operations.



Dylan Rideout **CUSTOMER SUPPORT & CONTENT MIGRATION**

Dylan Rideout is our Content Migrator and support technician, responsible for moving content from existing sites into new sandboxes, and doing reviews of our SLA clients' sites to ensure quality is up to par. Dylan works closely with Haley and will be supporting clients in the helpdesk, so you'll likely run into him there! Dylan has worked as a manager at a computer repair shop as well as helping a web development company build websites.

Jessica Hinkle **HUMAN RESOURCES & RECRUITMENT**

Jessica brings over 25 years of experience and leadership in the HR field to Digital Deployment. In addition to handling matters of hiring and supporting great new team members, Jessica works to champion Digital Deployment's college recruitment and

internship program.

Design Partner: FUEL Creative Group

For this project, Digital Deployment will partner with FUEL Creative Group for the development of the design comps in Phase 2. Digital Deployment and FUEL have collaborated on projects requiring innovative, fresh, and/or groundbreaking designs since 2007 and have collaborated on the majority of Digital Deployment's sites, including nine of Digital Deployment's largest ten sites.

Digital Deployment specifically selected FUEL for this project because of their experience with numerous Department of Tourism projects such as the "California Begins Here" campaign for the Sacramento Convention and Visitors Bureau.



Brent Rector **DESIGN LEAD**

Brent Rector is one of Northern California's top graphic designers. His clean, powerful designs are widely recognized and have made FUEL a force in the local and international design markets. Brent brings over 15 years of graphic design experience and specializes in branding, packaging, publications, environmental design, interactive user interface, and advertising. He grew up in Sacramento and has a B.A. Graphic Design. He likes to unwind in the garage working on his hot rod, enjoying the connection to the past and working with the visually interesting elements and mechanics.

Steve Worth **PRODUCTION MANAGER, DESIGN**

Steve Worth, the co-creator and Production Director for FUEL Creative Group, grew up in El Dorado Hills and graduated from CSU Chico with a B.A. in Graphic Design. He manages the production of artwork within FUEL while ensuring clients needs, schedules and deadlines are met. In his down time, Steve enjoys woodworking, allowing him a hands-on, three-dimensional outlet for his creativity. About working with Digital Deployment, he says, "It's nice to have a partner who values good design and the ability to shepherd a client through the content development process—not to mention the fact that the whole group is just fun to deal with."

Barb Hennelly **WEB DESIGN LEAD**

Barbara Hennelly is a Senior Designer at FUEL Creative Group. Barb graduated from Santa Clara University with a degree in print communication. She is a translator of messaging and personality by design through cathode and vector mediums. Outside of work she enjoys photography, music and spending time with her family. She likes working with Digital Deployment because "they're fun,

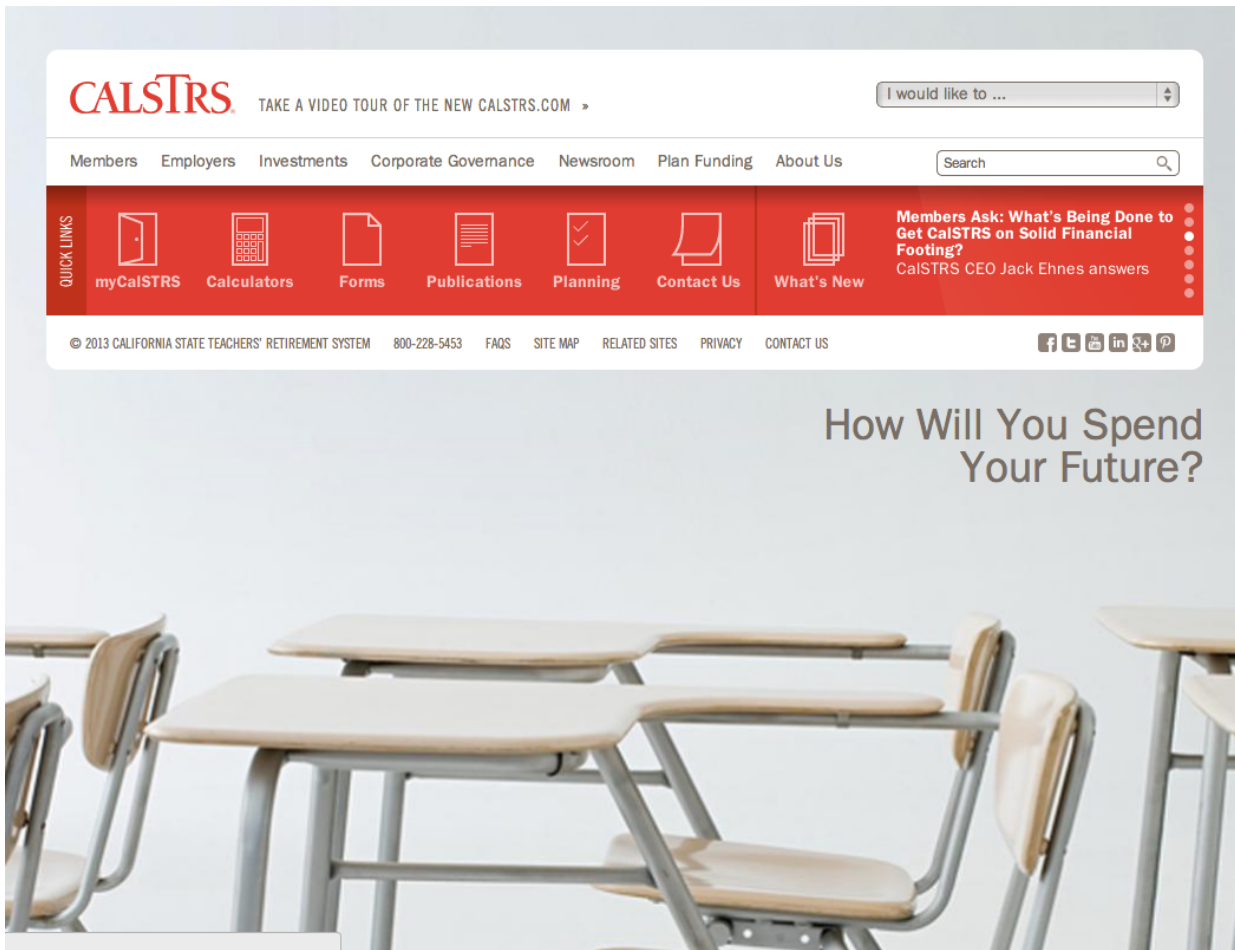
get the job done, and they recognize that good graphic design and information architecture go hand in hand.”

Haley Titus **GRAPHIC DESIGNER**

Haley Titus is a graduate of CSU Chico with a B.A. in Communication Design and an option in Graphic Design. As graphic designer for FUEL Creative Group, Haley’s strengths include identity, print and web design. In her free time, Haley enjoys photography, blogging, painting and the outdoors. Haley says, “I enjoy working with Digital Deployment team because the group is extremely responsive, easy to connect with, and always produce highly functional and effective websites.”

Relevant Projects and References

California State Teachers' Retirement System (CalSTRS) www.calstrs.com



Services Provided: Website design, Webwrap™ data integration, strategic consulting, information architecture, content management system deployment, training, mobile website integration with CMS.

Client References:

Chad Christman, Multimedia Manager, cchristman@calstrs.com, (916) 414-1406

Krista Noonan, Director of Communications, knoonan@calstrs.com, (916) 414-1400

Praise for the new website from a teacher/member: "To all the people who worked on the NEW website, my sincere congratulations, it is the most complete, the easiest to use and by far the BEST web site I have ever had to use. Thank you all so much! - Arline

“California Begins Here” — Print and Branding Campaign



Last year, our design partner, FUEL Creative Group, completed an overhaul of the Sacramento brand. We included this project to demonstrate our collective experience with Department of Tourism branding challenges.

<http://www.digitaldeployment.com/california-begins-here>



Contact | Forms

Search



Your Personal Account

Who is ACERA?

Planning Your Retirement

Retirees & Families

Investments

News & Publications

Events

How Does Pension Reform Affect You?

Changes to rules may affect ACERA members



Retiree Health Plans



Retirees and Their Family Needs

Your ACERA

- Your Personal Account
- ✚ Planning for Retirement
- ♥ Retirees & Family
- 🔗 Employers & Agencies
- 🕒 Vendors & RFPs
- 💬 Sign Up For a Seminar
- ✉ Sign up for E-news



Services Provided: Website design, strategic consulting, information architecture, content management system deployment, training (onsite, offsite, and remote), mobile website integration with CMS.

Client References:

Vijay Jagar, Website Redesign Project Manager vjagar@acera.org, (510) 628-3060

Mike Fara, Communications Manager, mfara@acera.org, (510) 628-3057

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United Way's Campaign Kick-Off Breakfast

Join us on Sept. 9 for the largest campaign event of the year! The Kick-Off event will feature breakfast with more than 600 guests from the private and nonprofit sectors in hopes that valuable information, success stories and other beneficial ideas are shared as we prepare for the upcoming giving campaign.

JOIN THE MOVEMENT NOW

Join the LIVE UNITED MOVEMENT now and make a real difference »

NEWS & EVENTS

Uncork for the Arts

August 10, 2010 -- United Way California Capital Region certified nonprofit partner Developmental Disabilities Services Organization (DDSO) is sharing the art work of DDSO participants and other local contemporary artists with wine-tasting and delectable food on Sept. 19 at a private residence.

[Read more](#)



EDUCATION

★★★★★
ENSURING ALL STUDENTS
GRADUATE FROM HIGH SCHOOL



INCOME

★★★★★

Services Provided: Website design, brand design and integration, consulting, content management system deployment, on-site training.

Client References: Amber Murry, VP Marketing & Communications, amurry@uwccr.org, (916) 856-3913

The screenshot displays the GrogTag website interface. At the top, a navigation bar includes the GrogTag logo, social media icons, a 'QUESTIONS OR COMMENTS?' link, and a 'GIFT CERTIFICATES 60' badge. Below this is a menu with categories: BEER LABELS, WINE LABELS, KEG/CARBOY LABELS, COASTERS TO COMBAT THE RING, MORE PRODUCTS, and ABOUT OUR PRODUCTS. The main content area features six beer bottles, each with a unique custom label. These labels include designs such as 'BACCHUS', 'ONE SHOT', 'MAGGIE & GLEN', 'Hoppily ever after', 'FORGET ME NOT', and 'HAND IN HAND'. A circular badge on the right side of the bottles reads 'WRITE-ON-ABLE REUSABLE Customizable WIPE-OFF-ABLE'. Below the bottles, there are three distinct sections: a red 'GET GREAT DEALS' banner with a 'Join OUR NEWSLETTER' form (including fields for 'First Name' and 'E-mail' and a 'Sign up' button); a 'WHAT MAKES GROGTAG LABELS DIFFERENT?' section with a video player showing a 'PLAY VIDEO' button and text stating 'GrogTag was created by Homebrewers for Homebrewers. Check out our infomercial.'; and a 'PRODUCTS' section featuring two custom bottle cap designs, one labeled 'MATRIMONY' and another 'WILD YONDER NORTHERN RED', with the text 'Create your own Custom Bottle Caps designs and put 'em on our caps!'.

Services Provided: Website design, information architecture, content management system deployment, discovery with stakeholder groups, on-site training, 3rd party integration (e-commerce), ongoing support and maintenance.

Client References:

Todd Fulton, CEO, todd@grogtag.com, (916) 996-3264

California State Teachers' Retirement System (CalSTRS)

Member Benefits Website www.calstrsbenefits.us



Services Provided: Website design, brand design and integration, consulting, strategy, information architecture, content management system deployment, on-site training, social media integration.

Client References:

Chad Christman, Multimedia Manager, cchristman@calstrs.com, (916) 414-1406

Note: The content from this site was folded into the corporate site in 2013. See: www.calstrs.com.



California Bankers Association

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Welcome to the California Bankers Association

As one of the largest state banking trade associations and one of the largest state trade associations in the country, CBA has a long and proud history of providing its member institutions with the tools and resources to succeed in California's dynamic banking marketplace.

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[New Anti-Fraud Program Launched in LA County](#)

[California Bankers Association Endorses WolfPAC® as Trusted Advisor and Provider of Risk Management Solutions to Member Banks](#)

[CBA Statement on President Signing Into Law Financial Regulatory Reform Legislation](#)

[Statement on Udall Amendment to HR 5297 - Increase of Credit Union](#)

About CBA

Benefits of Membership

The California Bankers Association is in business to help its member banks – regardless of their size or specialization – to succeed in California's dynamic marketplace.

As a CBA member, you have access to a wealth of resources not available to other financial institutions or service providers, resources that directly impact your bottom line.

New laws and regulations directly affect your ability to conduct business the way you want or need to conduct business. To this end, CBA maintains a full staff of in-house lobbyists to help shape legislative proposals to reflect the interests of our



Legislation & Advocacy

Government Relations

As the largest banking trade association in California, CBA is the voice of the industry when it comes to legislative, regulatory and legal advocacy. Our efforts strive to ensure a free and competitive market among financial service providers, a level playing field with our competitors, and

Events & Training

[Credit Analysis Essentials I: The Fundamentals](#)
April 27-28 in Anaheim and June 1-2 in Walnut Creek

[Fundamentals of Banking for Directors \(CBA Annual Convention Preconference Workshop\)](#)
Part 1: May 4, 1:00 – 4:30 & Part 2: May 5, 8:30 – 12:00, in Huntington Beach

[120th Annual Convention of Bank Officers and Directors](#)
May 4 - 7, 2011

[44th Annual Bank Counsel Seminar](#)
May 4 - 7, 2011

Services Provided: Website design, member database integration, consulting, strategy, information architecture, content management system deployment, on-site training.

Client References:

Beth Mills, VP, Communications, bmills@calbankers.com, (916) 438-4447

Curtis Paullins, VP, Customer Management, cpaullins@calbankers.com, (916) 438-4430

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- [Humboldt State University](#)
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CFA Chapters

The Mission and Purpose of the California Faculty Association and the Chapters of the CFA is as the exclusive collective bargaining representative for the 24,00 California State University faculty, including tenure-track faculty, lecturer faculty, librarians, counselors, and coaches in the 23-campus CSU system.

CAMPUS CFA CHAPTERS

CFA Chapters

The Mission and Purpose of the California Faculty Association and the Chapters of the CFA is as the exclusive collective bargaining representative for the 24,00 California State University faculty, including tenure-track faculty, lecturer faculty, librarians, counselors, and coaches in the 23-campus CSU system.

[More](#)

CSU BAKERSFIELD

CFA Chapter - Bakersfield

9001 Stockdale Highway
Bakersfield, CA 93311-1099
(661) 654-2480 Phone
(661) 665-6045 Fax

[More](#)

CSU CHANNEL ISLANDS

CFA Chapter - Channel Islands

One University Drive
Camarillo, CA 93012
(805) 437-8498 Phone
(805) 437-8864 Fax

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CSU CHICO

CFA Chapter - Chico

Kendall Hall 111C
California State University,
Chico, CA 95929-0760
(530) 898-4788 Phone
[Email contact form](#)

[More](#)

Services Provided: Website design, member database integration, chapter "microsite" integration, consulting, strategy, information architecture, content management system deployment, on-site training.

Client References:

Carla R. Pinkney, Special Projects Manager, cpinkney@calfac.org, (916) 441-4848

Brian Ferguson, Communications Specialist, bferguson@calfac.org, (916) 441-4848

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**CALIFORNIA
HOSPITAL
ASSOCIATION**

Leadership in Health Policy and Advocacy



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Patient Safety Video Showcases Efforts of California Hospitals to Improve Quality, Safety of Care

« SACRAMENTO (October 18, 2011) – Every year, more than 50,000 sick or premature babies are delivered in California's community hospitals. Typically, these vulnerable infants have immature immune systems and are at risk for acquiring infections. To address this problem, Riverside County Regional Medical Center in 2009 implemented a new program to eliminate infections in its neonatal unit. »



Learn

News

News from CHA

Update on Use of Cardiac Catheterization Laboratory Space »

Web Seminar to Introduce OSHPD Electronic Services Portal »
New system features, plan approval process and reviews covered Nov. 17

ACO Final Rule 'First-Glance' Summary »
CHA Web Seminar Recording Also Available

ED Crowding Prevention and Response Plan »

Supreme Court Hearing Analysis of Medicaid Rate Cases »

California Hospitals: Caring for Patients, Vital to Communities »
CHA Special Report

Hospital-Based SNF Medi-Cal Cuts: A Crisis in Beneficiary Access »
CHA Special Report

CHA Releases New Publication on Consent Principles and Advance Directives »
CD recording of principles of consent web seminar also available

Members

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Health Reform

Health care reform updates, analyses and resources for CHA members.

CHPAC

Working to ensure state and federal elected officials understand the critical roles hospitals play in California. Find out how to help.

Services Provided: Website design, consulting, information architecture, CMS deployment, on-site training, link-based integration with CVENT.

Client References:

Lisa Evans, Vice President, Member Communications, levans@calhospital.org, (916) 552-7515

Terry Sherb, Director of Information Technology, tsherb@calhospital.org, (916) 552-7556

Lois Suder, Chief Operating Officer, lsuder@calhospital.org, (916) 552-7515

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STANFORD HOME for CHILDREN

Commitment. Determination. Results.

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Our Community

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Vintage 2011 and more

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Change a Life

“Without Stanford Home, I’d probably be in jail right now, or worse. But they stepped in and helped me change everything.”

Ashlee, 20

About

Who We Are

Stanford Home is a highly professional, disciplined, and evidence-based organization that achieves a higher success rate with its clients than other, similar organizations.

We are intensely determined and do whatever it takes to create success for youth – **we never give up.**

Stanford Home provides private donors, funders, foster parents, and volunteers the best guarantee that they will see positive returns on their investment of money and time.

News

Vintage 2011 is SOLD OUT

Our 6th Annual Wine Auction

Thank you! Purchase your Golden Tickets and Best of Live Raffle today! Check out the Live Lots before you attend so you don't miss a thing!

Spotlight

This Month's Wish

Grant this Wish: Laptop & Printer

We couldn't be prouder of one of our client's success. Going from a gang member drop out to an honor's student with a 3.8 GPA, he has changed his life...and now needs a little help to graduate in June.

[GRANT WISH](#)

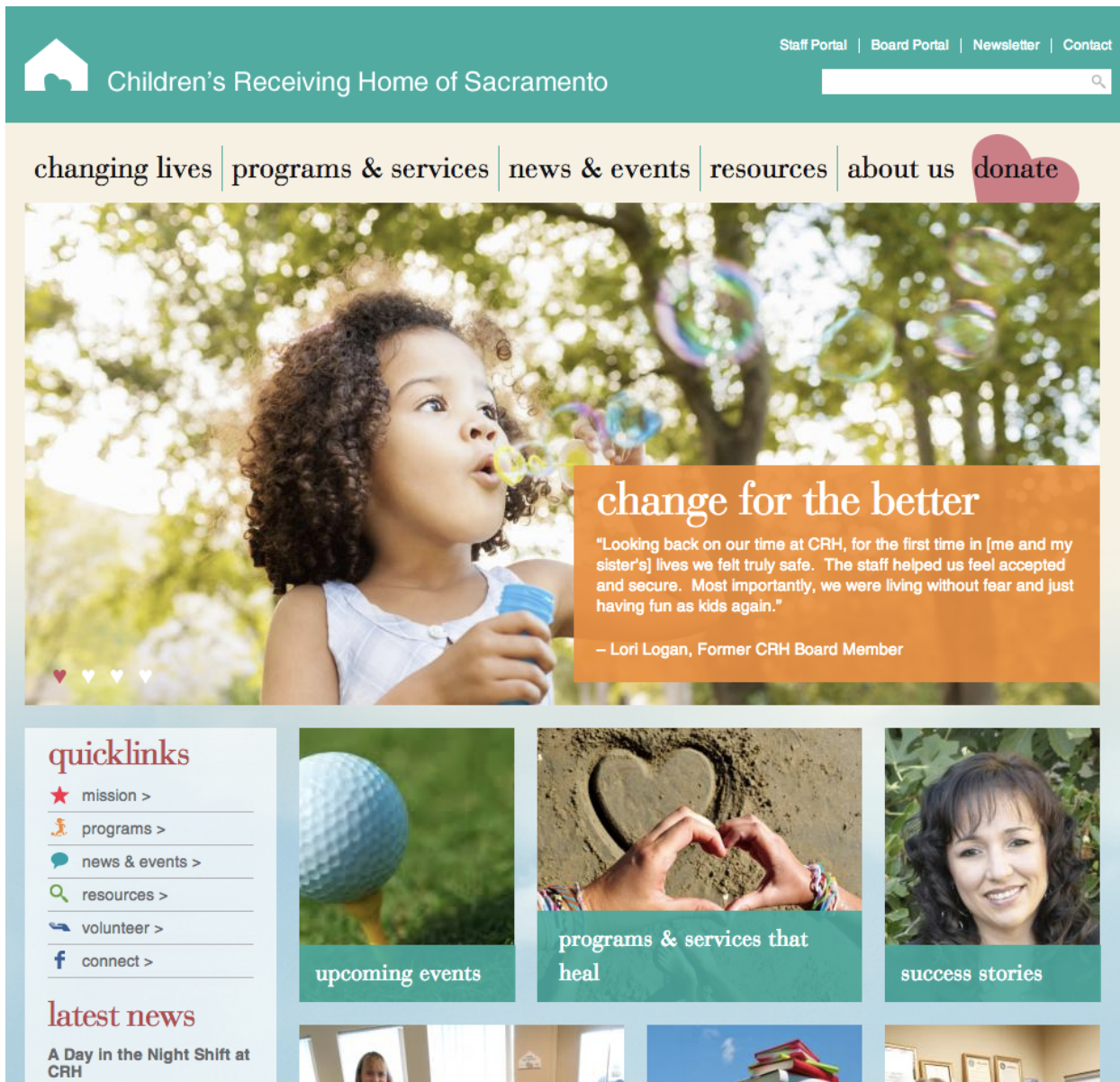
QuickLinks

- [Mission, Vision & Values](#)
- [Programs](#)
- [Become a Foster Parent](#)
- [Vintage 2011](#)
- [Donate](#)
- [Jobs](#)

Services Provided: Website design, consulting, information architecture, content management system deployment, microsite integration (Vintage 2011), on-site and off-site training.

Client References:

Kären Woodruff, Associate Executive Director, Development & Marketing, kwoodruff@stanfordhome.org, (916) 344-0199 ext.208



Services Provided: Website design, strategic consulting, information architecture, content management system deployment, microsite integration, on-site and off-site training.

Client References:

David Ballard, Executive Director, dballard@crhkids.org, (916) 482-2370 ext. 378

Tanya Kravchuk, Resource Development Manager, tkravchuk@crhkids.org, 916-482-2370 ext. 303

EMERGENCY PREPAREDNESS
PREPARING HOSPITALS FOR DISASTERS
CALIFORNIA HOSPITAL ASSOCIATION

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Managing Scarce Medical Resources [Read More »](#)

Is Your Hospital Prepared?

California hospitals are a critical element within the disaster medical response system and work collaboratively with local government, other health care providers and other agencies to plan, prepare for and respond to the needs of victims of natural or man-made disasters, bioterrorism, and other public health emergencies. Hospital emergency preparedness is a priority for government at all levels, as well as a key focus of regulatory and accrediting agencies. Hospitals must respond to increasing preparedness standards and activities, while simultaneously providing effective service to their communities.

Change in National Terrorism Advisory System

Instead of the color-coded advisory system that's been in place since 2002, the Department of Homeland Security (DHS) will announce detailed

Radiation Emergencies

Flood Preparedness

Statewide Exercise

Active Shooter

Crisis Care

Search

Glossary & Acronyms | A-Z Topics

NATIONAL THREAT ADVISORY IS
ELEVATED

SIGNIFICANT RISK OF TERRORIST ATTACKS
[THREAT ADVISORY GUIDELINES](#)

What's New

2011 Japan Earthquake

2011 Japan Earthquake - Message from CHA

Radiation Emergencies - Information for Clinicians

Active Forum Topics

Comments on Updated Guidance: Prevention Strategies for Seasonal Influenza in Healthcare Settings

Employee Preparedness

The Joint Commission Emergency Management

[more](#)

Top rated content

Response to a Suicide/Homicide Bombing Scene

HICS Training
Hospital Incident Command System training

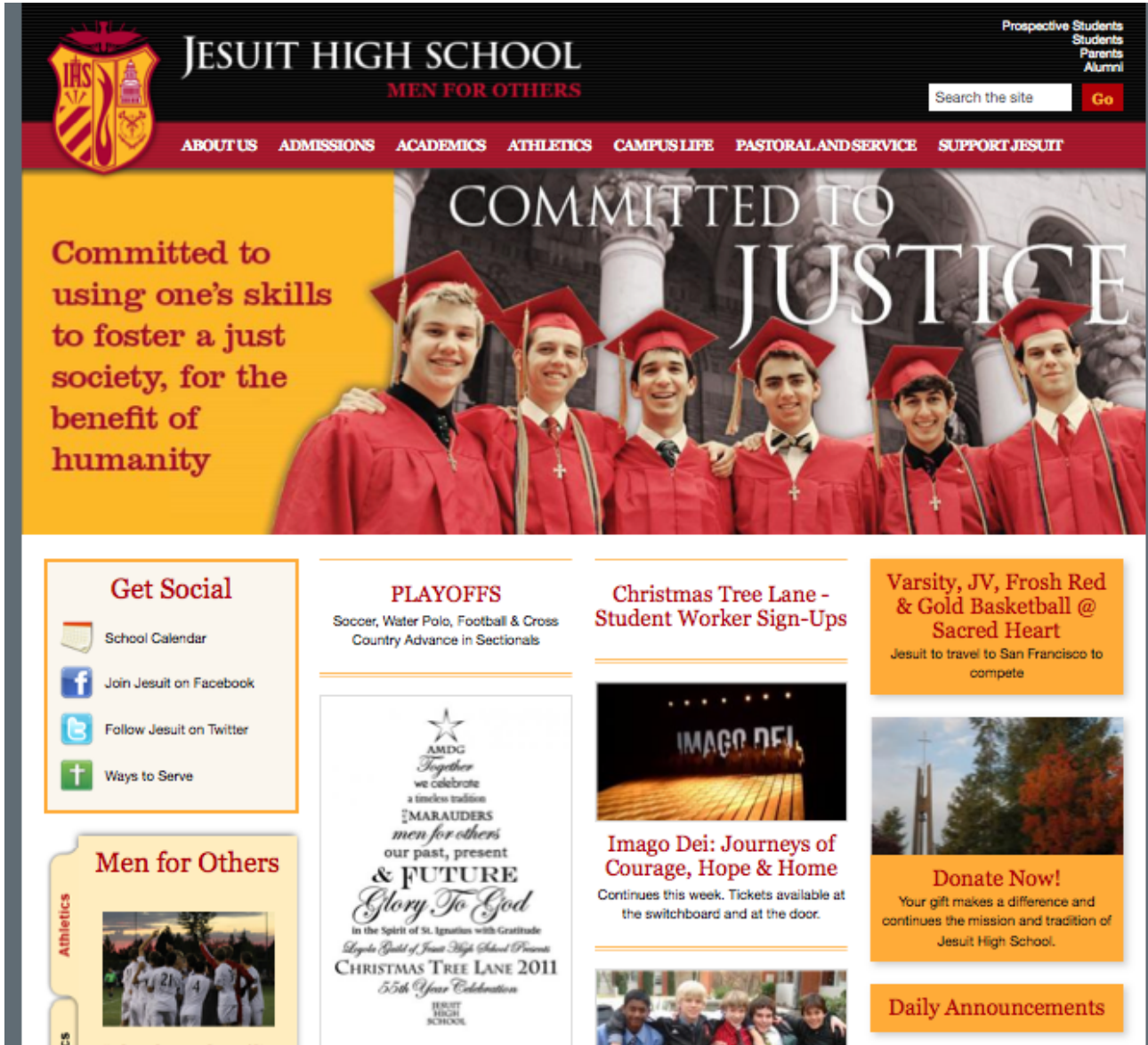
Important Planning Tools
Checklists and resources for disaster planners

Services Provided: Website design, brand design and integration, consulting, strategy, information architecture, content management system deployment, on-site training.

Client References:

Cheri Hummel, VP Disaster Planning, chummel@calhealth.org, (916) 443- 7401

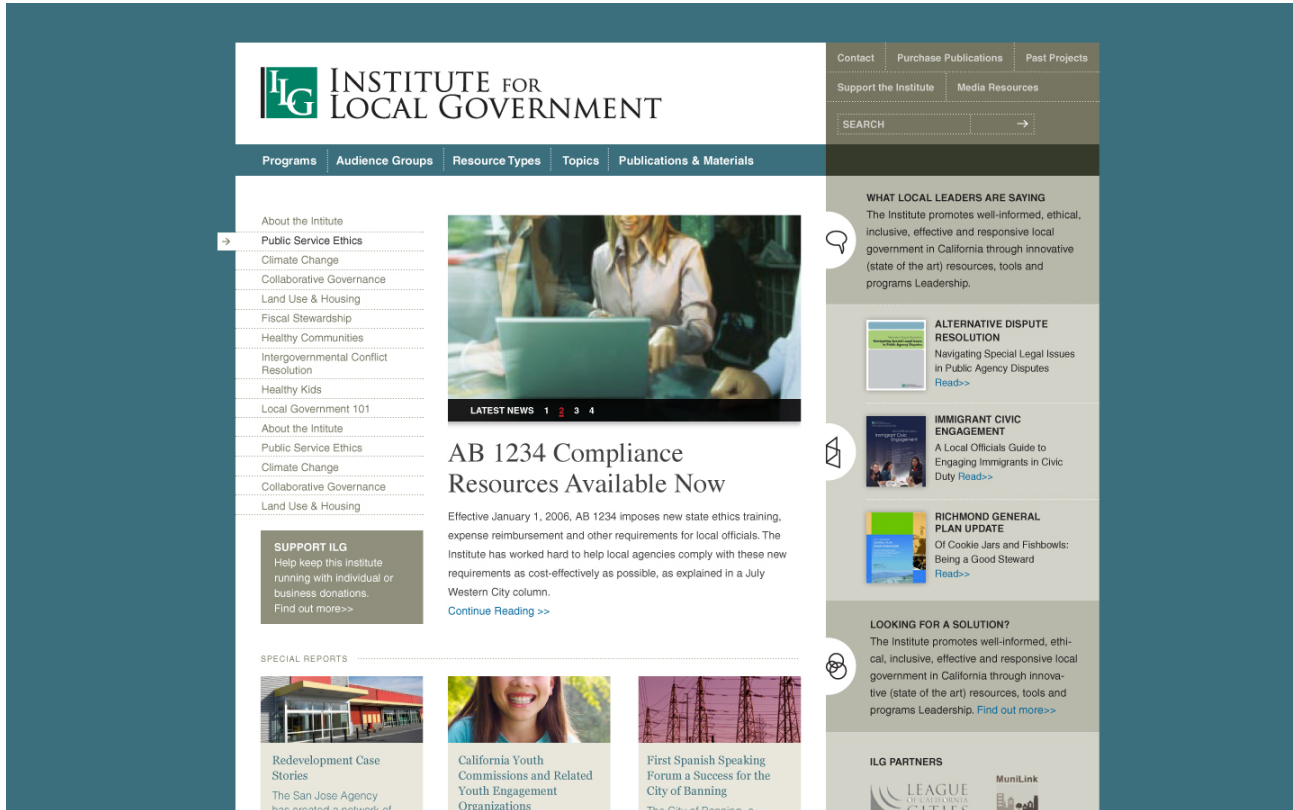
Michele Coughlin, Administrative Coordinator, mcoughlin@calhealth.org, (916) 552-7672



Services Provided: Website design, consulting, information architecture, content management system deployment, on-site training, content migration, 3rd party integration.

Client References:

Jordan Blair, Director of Communications, blairj@jhssac.org, (916) 482-6060



Services Provided: Website design, consulting, information architecture, content management system deployment, on-site training.

Client References:

JoAnne Speers, Executive Director, jspeers@ca-ilg.org, (916) 658-8208

Kelly Plag, Director of Communications & Development, kplag@ca-ilg.org, (916) 658-8231

The screenshot shows the homepage of the Sacramento City Unified School District website. At the top is an orange navigation bar with links: CURRENT EMPLOYEES, LATEST NEWS, CALENDAR, EMPLOYMENT, CONTACT, and CONNECT. Below this is a white header area with the district logo, a search bar, and a 'QUICK LINKS' dropdown. A secondary navigation bar contains links: Home, About Us, Offices & Departments, Board of Education, Intranet, Newsroom, Our Schools, and Resources. The main content area features a large banner image of three smiling children. Below the banner is a congratulatory message for three students. To the right of the banner is a 'RESOURCES FOR:' section with tabs for Parents, Students, and Faculty/Staff, listing various resources like Zangle ParentConnection, School Calendars, and School Menus. Below the banner are four featured sections: 'What are you doing this summer?' with a link to learn about summer programs; '2012 Graduation Ceremonies' with a link to download school menus; 'Read our Midyear Report Update' with a link to follow progress; and 'Support our Schools'. At the bottom is a red 'Calendar' section with a grid icon and a list of upcoming events: Multi-Cultural Faire at Earl Warren (May 31, 2012, 4:00pm - 7:00pm), Celebration of Cultures (June 1, 2012, 4:00pm - 8:00pm), E-Waste Collection Fundraiser (June 2, 2012, 9:00am - 1:00pm), SAVE OUR PRESCHOOLS (June 2, 2012, 9:00am - 1:00pm), and Recognizing Parent Volunteers at Parent Appreciation Brunch (June 2, 2012, 9:30am - 11:30am).


Services Provided: Website design, consulting, information architecture, content management system deployment, content migration, 3rd party integration, microsite deployment, on-site training.

Client References:

Gabe Ross, Chief Communications Officer, gabe-ross@sac-city.k12.ca.us, (916) 658-8208

Andrea Landis, Webmaster / Communications Specialist, andrea-landis@sac-city.k12.ca.us (916) 643-7421

"I just wanted to thank you all for the great work on the district site. We don't always take the time to take a step back and look at what we have created, but it's clearly a massive improvement over what was there before. The process has been arduous at times, and I know there's still plenty of work to be done, but I'm very happy with the results (and as a quick aside, so is the Superintendent)." - Gabe Ross, CCO



For Teens | For LGBTQ | En Español


Search

ESCAPE Click here to exit site quickly

SUPPORT LINE 916 920 2952

DONATE Help WEAVE make a difference

HomeAbout UsGet HelpYOU Can HelpThrift StoreNews & EventsContact Us



living proof

I am a 30 year old mother of 4 handsome boys. I was in a physically and emotionally abusive relationship for 1.5 years. Once I made up my mind to leave that situation I felt empowered and confused. I didn't know where to go or how to get things on the right track. I made some calls and was then referred to contact the WEAVE support and information line.

See all Stories of Survival »


welcome !

We're here to help you
WEAVE provides crisis intervention services to women, men and children in Sacramento County who have experienced domestic violence or have been sexually assaulted. It is WEAVE's mission to bring an end to domestic violence and sexual assault in partnership with our community.
[learn more about WEAVE »](#)


Network with WEAVE
WEAVE inc is on [Facebook](#) and [Twitter](#) - check it out and help us raise awareness!

take action

Donate to Support a Walker or Team!



Walk a Mile in Her Shoes ®
Challenging men to walk in heels and raise awareness about sexual assault



Register Now >>
Online registration closes April 29th. Free shoes no longer available.
Day of registration will be available at the event.

Register a Team>>
Purchase a \$5 Guest Pass (Includes after party)>>
Please enter "Guest Pass" in the "On Behalf Of" line.
WHAT: WEAVE challenges Sacramento men to walk in high heels in an effort to increase awareness about sexual assault

news & events

V-Day Sacramento
The Vagina Monologues

Cinderella's Closet
Helping Prom Dreams Come True

Jeans for Justice / Denim Day 2011
What we wear is NEVER an excuse for rape.

upcoming events

2011 Kaiser Women's Fitness Festival
WHAT: Lace up your running shoes and join thousands of Sacramento community members at the Kaiser Women's Fitness Festival benefiting WEAVE. Now in its seventh year, the event is the largest women's-only run in the region!
WHEN: Sunday, June 5th, 2011 at 8 AM
[Read more »](#)

Highlights:

- Over 15,000 unique visitors (76% new), held top rank in Google for over 500 strategic keywords, which drive over 75% of the site's traffic. #1 for "abuse help sacramento" and "domestic violence sacramento."
- Over 100 survivors have asked questions on the "anonymous question board," allowing people a place to seek help in a safe way.
- Blind user commented "I can finally use the site" thanks to the rigorous standards-compliance that makes the site accessible even to blind visitors using the JAWS reader.

Client References:

Beth Hassett, Executive Director, bhassett@weaveinc.org, (916) 319-4923

Julie Bornhoeft, Dir. of Development and Community Relations, jbornhoeft@weaveinc.org (916) 448-2321

Beth Garber, Sarpy County Department of Tourism
Digital Deployment, Inc., Website Development Agreement

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search

ProtectMyER.com

Become an Advocate »



CNN Health: Overcrowded emergency rooms

CNN, October 22, 2010
[Read more / Watch the video](#)

Know the Issues » ERs Near You » Join Our Community » Link to Us »

ERs Under Stress

Health Care Costs

Health Care Reform

Impact of the Recession

Medi-Cal & Medicare Underfunding

Uninsured & Underinsured

Mental Health Patients

Patient Safety & Quality

Health Information Technology



California's hospital emergency rooms are there 24/7, when you and your family need them most. Now, they face increasing challenges.

NEWS ARTICLE

Reform Brings Changes to Medicare

San Diego Union Tribune, February 15, 2011



Seniors have started to see several new benefits — and for some, increased costs — in Medicare coverage under the federal health care reforms called the Affordable Care Act. Through cost-cutting, requirements for providers to be more efficient, a higher payroll tax and a new tax on investments, the Affordable Care Act also delays by 12 years the day when the Medicare hospital insurance fund runs dry.

[Read the article](#)

20 57 12

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Spread the word
With your friends and colleagues



By the Numbers
California Hospital and

Services Provided: Website design, brand design and integration, periodic email blast design, ongoing consulting, strategy, information architecture, content management system deployment, social media integration, on-site training.

Highlights:

2010 Aster Gold Award winner for excellence in medical marketing

2010 Crystal Award winner for excellence and best practices in business communications

Client References: Tracy Campbell, VP Public Advocacy, tcampbell@calhealth.org, (916) 552-7594

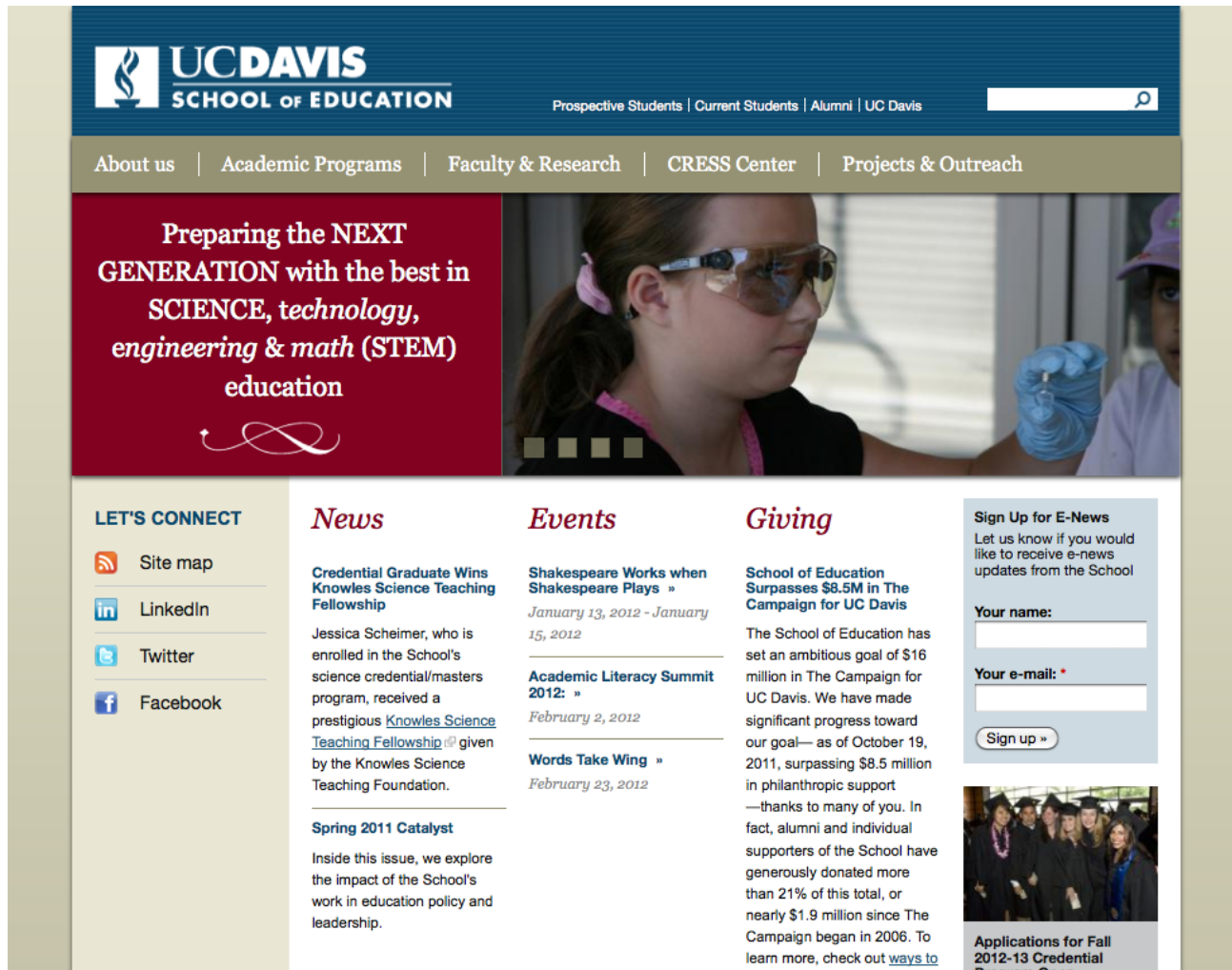


Services Provided: Website design, information architecture, content management system deployment, discovery with stakeholder groups, on-site training, content migration, 3rd party integration.

Client References:

Lindsay Hardy, Web Strategist/Online Marketing Manager, lhardy@ucdavis.edu, (530) 752-5431


Tim Akin, Sr. Director of Marketing and Communications, tmakin@ucdavis.edu, (530) 752-7362



Services Provided: Website design, information architecture, content management system deployment, discovery with stakeholder groups, on-site training.

Client References:

Donna Justice, Director of Marketing and Communications, dljustice@ucdavis.edu, (530) 754-4826



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ROLEX MONTEREY MOTORSPORTS REUNION

FEATURED MARQUE: CHEVROLET CORVETTE

RACE DETAILS RACE STARTS IN 83 DAYS 18:22:59

CONTINENTAL TIRE SPORTS CAR FESTIVAL

POWERED BY MAZDA, FEATURING GRAND-AM ROLEX SPORTS CAR SERIES
SEPTEMBER 7 - 8

ROLEX MONTEREY MOTORSPORTS REUNION

FEATURED MARQUE: CHEVROLET CORVETTE
AUGUST 16 - 18

FIM SUPERBIKE WORLD CHAMPIONSHIP

MONTEREY ROUND
SEPTEMBER 27 - 29


RED BULL U.S. GRAND PRIX


FEATURING THE MOTOGP™ WORLD CHAMPIONSHIP
JULY 19 - 21

AMERICAN LE MANS MONTEREY


FEATURING THE AMERICAN LE MANS SERIES
MAY 9 - 11

TRACK INFORMATION







MOTOGP HEADS TO LE MANS THIS WEEKEND



AMERICAN LE MANS MONTEREY A SUCCESS



PRE-ORDER THE FOURTH LIMITED-EDITION CORVETTE SHIRT



LUHR SETS ALMS VICTORY RECORD WITH MUSCLE MILK TRIUMPH

PLANNING YOUR TRIP

There is so much to see and do when visiting Mazda Raceway Laguna Seca, whether it's making a quick overnight stop to see a race, or if you're making a weekend of it and checking out all the cool attractions in the Monterey County area.

CAMPING AT MAZDA RACEWAY

One of the best ways to immerse yourself in the experience of any racing event at Mazda Raceway Laguna Seca is to stay overnight in the Laguna Seca Recreation Area campgrounds.

WEAR THE TRACK

Mazda Raceway Laguna Seca offers some of the coolest apparel in all of motor racing, from wind-breakers and sweatshirts, to ball caps and jackets. Be sure to visit the track souvenir store and make your choice.

ADVERTISING OPPORTUNITIES

There are numerous ways to get your brand noticed through a marketing and advertising program with Mazda Raceway Laguna Seca, either through a custom-built official partnership all the way up to an event title sponsorship.

TRACK CALENDAR

See what's happening at the track all year 'round. Whether you're looking to rent our facility for an event or just attend something cool, this is the place to look.

Services Provided: Website design, information architecture, content management system deployment, discovery with stakeholder groups, on-site training, 3rd party integration.

Client References:

Melvyn Record, Vice President Marketing and Sales, melvyn@mazdaraceway.com, (831) 242-8221



Services Provided: Website design, information architecture, content management system deployment, discovery with stakeholder groups, on-site training.

Client References:

Emily Butler, Executive Director, emily@sacsplash.org, (916) 364-2437

Service Agreement

I wish to execute this website development agreement between Digital Deployment, Inc., and Sarpy County Department of Tourism to provide the deliverables outlined in this proposal for a price not to exceed \$32,600 with payment terms: 50% due at sign-on, 40% due at phase 5, and 10% due just prior to launch.

I understand that I will have the option to engage in Digital Deployment's Service Level Agreement (SLA) program for ongoing maintenance after a 30 day free trial for a cost of \$490/month. I may cancel our participation in the program at any time.

Note: Participation in the DD Mobile program requires that clients currently have a Service Level Agreement (SLA) with Digital Deployment.

Beth Garber
Sarpy County Department of Tourism

Date



5/1/2014

Michael A. Clemmens, CEO
Digital Deployment, Inc.

Date