

District 55 Website Re-design – Update to DEC
Backup/Reference Information

Preliminary High Level Bid Information

Austex Websites

- \$2,500 average (10 pages)
- \$1,500 minimum
- \$50 per static page

Lone Star Internet

- \$6,000-7,000
- \$3,500-4,500 to "pretty it up"

Pullar Art

- Start at \$5,200

A3 Design

- \$6,500 for "brochure" site
- Less for a non-profit

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Discussions with Three District Webmasters

Common to all Three

- Have great websites
- Designed/developed the site themselves
- Done by their own labor
- Hundreds and hundreds of hours

Founders District - Daniel Cossack (<http://www.foundersdistrict.org/>)

- Is also a Division Governor
- Newspaper-style home page, with More links to get further information
- Uses mostly free tools (Wordpress, etc.)
- Deploys a MySQL database, pulls data from TI
- Wrote lots of php scripts to support database
- Migrating to a Joomla tool base

District 15 - David Manning (<http://www.district15speaks.org/>)

- Is also the District Governor
 - Implemented the website as Lieutenant Governor Marketing
- Clearly divided into Guest, Member, and Officer Sections
- Uses Ubuntu Linux platform
- Deploys a MySQL database, pulls data from TI
- Wrote lots of php scripts to support database

District 25 - David McCallister (<http://www.d25toastmasters.org/>)

- Is also the District Governor
 - Implemented the website as Lieutenant Governor Marketing
- Uses Dreamweaver
- All Static pages - all updates by hand (same for D55 website)

HPL Vision, Mission, and Core Values

Vision

Transform the District 55 website into a powerful Membership Building tool, Club Building tool, and Leadership and Communications Skills enhancement tool, while enhancing current capability.

Mission

Re-design the website to:

- Address needs of all three markets/viewer types
 - Guests
 - Members
 - Officers
- Accept direct or nearly-direct content publishing from contributors
 - District Trio
 - PRO
 - Division Governors
 - Area Governors
- Enhance Public Relations
- Enhance the look/aesthetics
- Make improvements in maintaining and updating

Core Values

- Every website visitor will have a productive and pleasant experience
- Website design and code will be clean, efficient, well documented, easy to maintain, and easy to update
- The project will be executed with precision, excellence in planning, schedule/cost/scope management, communications, committee member selection, and development, quality, and risk management
- Project team members will be expected to fully participate and engage in the project by communicating clearly, delivering on and being held accountable for their commitments, and operating in a team environment.
- All team members, District Executive managers, and suppliers will be treated with respect, encouragement, and fairness.

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Requirements

- Guests Section
 - Testimonials
 - Information about Development of Education and Leadership Skills
 - Improved Information about Clubs - What, Where, and When
 - How to Join
- Members Section
 - Education Program, Levels, and Awards, both Communication and Leadership
 - Bulletin Boards for Resources: Contest judges, Demo Meetings, Club Sponsors, Mentors, and Coaches, TLI Presenters/Officer Trainers
 - Forums on Speech, Communications, and Leadership Projects
 - Reference Documents for Planning Events (Conferences, Officer Training)
- Officers Section
 - Forms entry and Registration for Contests, Conferences, and Training events
 - Enhanced Events Calendar and Reminders
 - Content Management System for Executive Officer Newsletter Publication
 - Automatic generation of Distinguished Club Program progress, Officer Training Progress, Club information
 - Club Improvement Ideas: Forums and Reference Documents
- Public Relations (in addition to items mentioned for Guests)
 - Announcement of
 - Educational Accomplishments
 - Speech Contest Winners
 - Distinguished Clubs
 - New and Saved Clubs
 - Other TI and District Awards (eg Membership Building like Smedley)
- Aesthetics - “Look and Feel”
 - More colorful background
 - Calendar using a regular calendar backdrop
 - Possibly more columns, especially on the Main Pages
 - More photos and graphics
- Ease of Use
 - Content Management System for web page updates
 - Databases for storing key information, e.g club information, contests, training
 - Automated scripts to fill these databases from Toastmasters International databases