

QUOTE 12-15
Website Build
Due August 26, 2015 by 3:00 p.m.c.d.t.

SANTA ROSA COUNTY SCHOOL BOARD
PURCHASING DEPARTMENT
6544 FIREHOUSE ROAD
MILTON, FL 32570
PHONE (850) 983-5130
FAX (850) 983-5133

REQUEST FOR QUOTATION INQUIRY ONLY - NOT AN ORDER

COMPANY: _____

ADDRESS: _____

CITY, STATE AND ZIP CODE: _____

PHONE: _____

FAX: _____

SIGNATURE: _____

PRINT NAME AND TITLE: _____

DO YOU ACCEPT VISA _____

PAYMENT TERMS: _____

PRICES FIRM FOR _____ DAYS.

Santa Rosa School County District is issuing a request for quote to build a WordPress website for the use across the county. View the details in the **Scope of Work** section in this RFQ.

Include the following with your quote:

- A progression time line -outline the progress of the build including professional development to District personnel for the use and maintenance of the website.
- Three (3) references in which you have created websites for within the past three (3) years.

Questions are to be submitted to Cindy Lambeth at lambethc@santarosa.k12.fl.us before 2:00 p.m. c.d.t on August 12, 2015. Questions will be answered by 4:00 p.m. August 14, 2015. The questions and answers will be sent to vendors and posted on the District's purchasing website, www.santarosa.k12.fl.us/purchasing.

Quotes are to be submitted by 3:00 p.m., Wednesday, August 26, 2015.

SCOPE OF WORK:

The Santa Rosa County School District is issuing a request for quote to build a WordPress site for use across the county. The site will be named “TurnKey” and will feature standards-based resources and professional development for math and science teachers as well as math and science content for students and parents. The site will be hosted on a district WordPress server and will be maintained by the Math and Science Department. The site build will need to include/accomplish the following:

- **Fully Responsive Design.** Should scale to fit any device and be compatible with all major browser platforms.
- **Scalability.** Content will grow and shift over time. Design should allow for real-time changes to content. ELA likely to be added in the near future.
- **Brand Identity.** TurnKey logo and avatar creation.
- **Multimedia Capacity.** Feature photos, video and downloadable media on any page (secured and non-secured as required)
- **Hover-State Descriptive Capacity-** Users can learn about resources without opening them through use of hover states.
- **Contact Form.** For user support.
- **Custom User Roles.** For controlled access and content uploads.
- **Technical Support.** For site rollout and first year of use.
- **Turnkey should have capabilities of single source password.**

Site Description:

TurnKey is intended to be a clean, visually intuitive, responsive website used to connect teachers, parents and students to meaningful math/science content. The main goal of the site is to quickly connect teachers to content and resources that are often difficult or time consuming to locate. The goal is to do this within five clicks of a mouse.

Site Organization:

Click 1: User will choose between two options: Teacher or Parent/Student. This will take the user to a new page. The teacher portion of TurnKey will require a district user name and password to proceed. Several district sites use this feature currently and the site build would need to allow its use.

Click 2: User will choose between two options: Math or Science. This will take the user to a new page.

Click 3: User will choose between 12 courses depending on their previous selection (math or science): K, 1, 2, 3, 4, 5, 6, 7, 8, Algebra 1/Biology, Geometry/Chemistry, Algebra 2/Physics. This will take the user to a new page.

Click 4: Once a user arrives at a course page, the user will not be sent to additional pages. Content here will need to be housed in an accordion structure or some other collapsible structure. Users should be able to explore multiple groups (units) of material without changing pages. At this point, Teacher pages and Parent/Student pages take on a different structure.

Parent/Student pages (see Graphic 1 below) will begin with a row containing a tile carousel that can be used to link parents/students to third party sites (educational games, graphing tools, NASA, etc.) or play videos. Under this row will be a list of units for the course.

Teacher pages (see Graphic 2 below) will begin with a row containing a video carousel of PD videos for that grade level. Under this will be a list of units for the course.

For either page, clicking on a video will play the video embedded in the page with options for pop out or full screen maximization. Clicking on a linked tile will send the user to a third party site in a new tab on their browser. Clicking on a unit on either page type will cause expansion to reveal additional materials.

Click 5: Parent/student pages will feature units that expand (see Graphic 3 below) to show embedded videos or math/science questions with answer reveals (accordion structure). The final click would be to engage these items.

Teacher pages will feature units that expand (see Graphic 4 below) to show an embedded descriptive video, followed by a list of standards contained in the unit. Under the standards will be a progression scale (This is an image or table provided by the district for math courses only. Science will not feature a progression scale at this time). The progression scale would link to a pdf version for printing purposes.

Teachers will click on a standard to reveal related resources (see Graphic 5 below). Resources will be organized into rows of three tiles (no carousels here) with a descriptor of the content to the left of the three tiles. Tiles will take on several forms.

1. **Link to third party site or resource file.** Tiles will display the title of the resource and, when possible, display an image of the resource to help users identify it more easily. Upon mouse hover, the image on the tile should zoom in and have a semi-transparent layer introduced for descriptive text to be displayed describing the resource (see Graphic 6 below). Clicking the tile will open a new tab for the website/resource.
2. **Embedded Video.** Tile should allow user to see a description of the video before clicking to play it, similar to functionality in graphic 6. This description should appear when the mouse hovers over the tile.
3. **STEAM Lesson.** Upon mouse hover, image on the tile should zoom in and have a semi-transparent layer introduced for descriptive text to be

displayed describing the resource video before clicking to play it. This description should appear along with an embedded video **and** a lesson file link in the hover state (see Graphic 7 below).

The goal of the hover states is to save the user from having to click on every resource to investigate the content. Every resource should have a hover state that allows for a description of the resource and, in the case of STEAM Lessons, provides options to view a video or open lesson content.

The graphics provided are a preliminary sketch of the layout of the site. Bidding agencies may alter this design as long as it improves site aesthetic, user experience, and does not change the hierarchy of menus outlined in the RFQ. The focus of design is to create a clean, intuitive experience for users. Bidding agencies should also keep in mind that the site will evolve over time, requiring the capacity for district personnel to add/delete rows, change tile types, and possible transfer content from one unit in a course to another. This should be something district personnel can manage, not the bidding agency.

In addition to the site build, the quote should include professional development for district staff in both use and maintenance of the TurnKey site. Technical Support should be provided for the first year of use.

TurnKey FlowChart

User chooses Teacher or Parent/Student



If "Teacher" is selected, user enters district credentials.



User chooses Math or Science



User chooses Grade Level



User chooses a video/weblink from the top row or expands a unit from the list.

Parent/Student - see graphic 1

Teacher - see graphic 2



User chooses resources from expanded unit or expands a standard (Teacher View Only).

Parent/Student - see graphic 3

Teacher - see graphic 4.



User chooses resources from expanded standard (Teacher View Only)

See Graphic 5.

[illegible]

First Grade Math

Helpful Resources

Video

Third Party Website

Video



Units of Instruction

Unit

Unit

Unit

Unit

Unit

Unit

Unit

Unit

Unit



First Grade Math

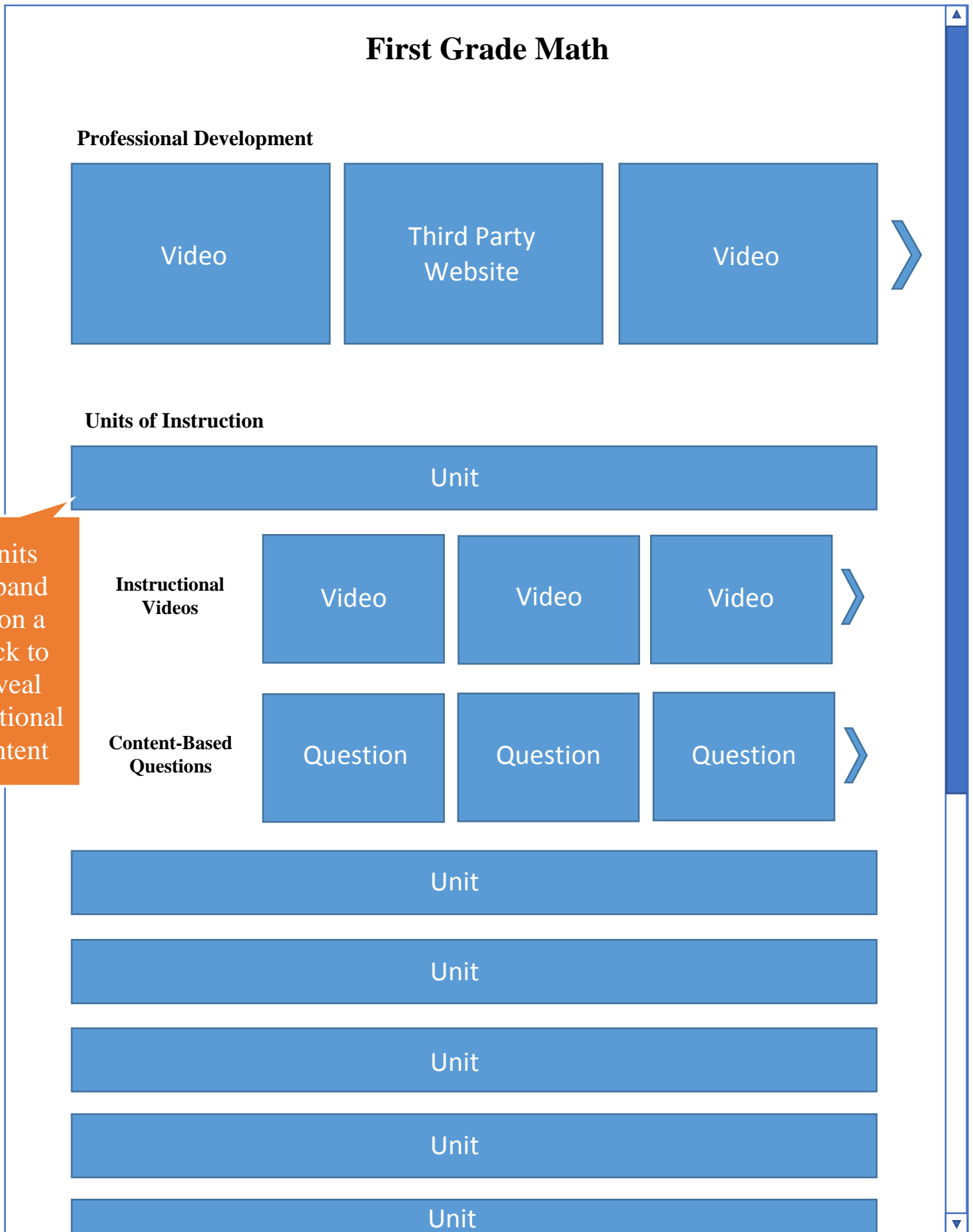
Professional Development



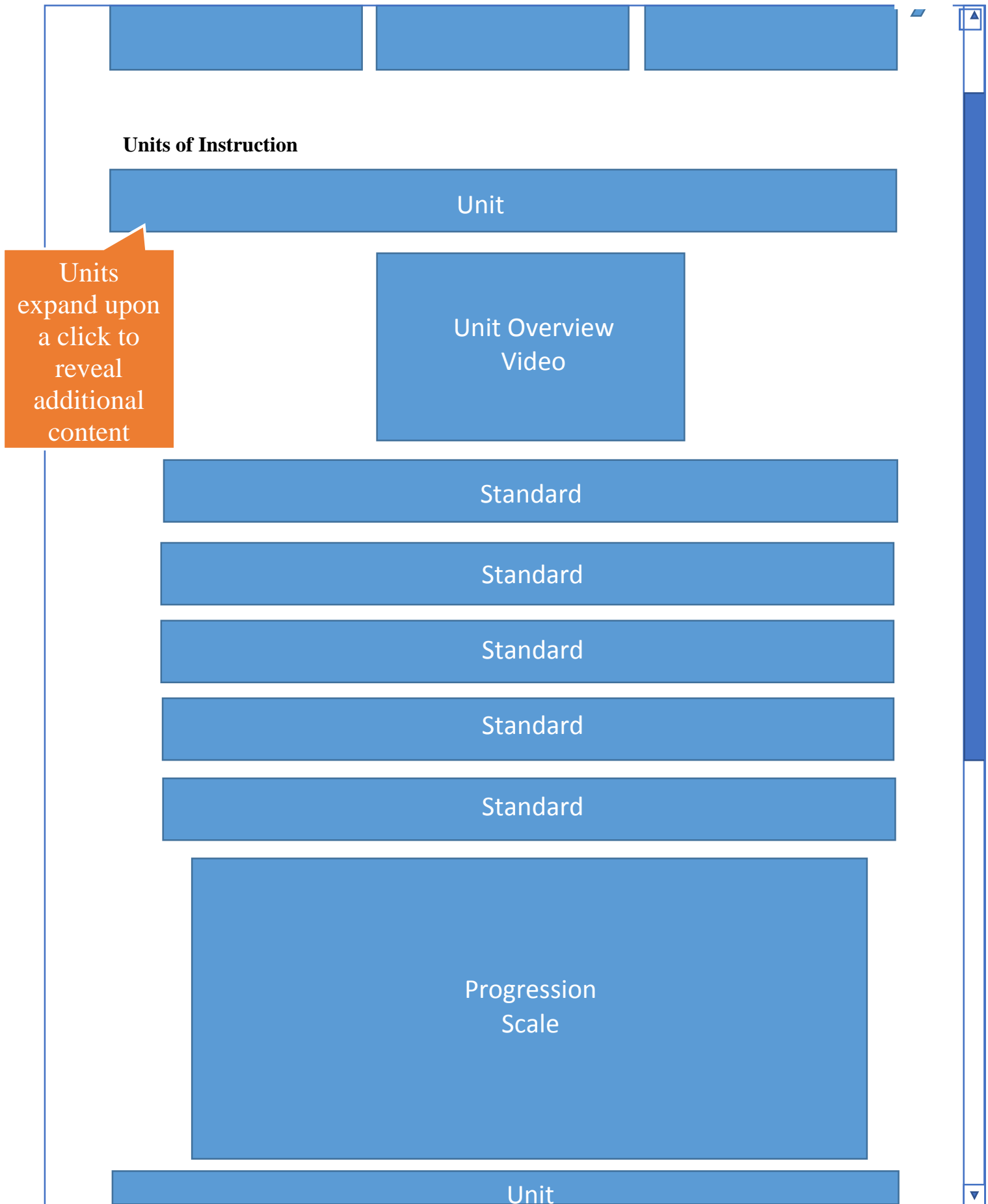
Units of Instruction



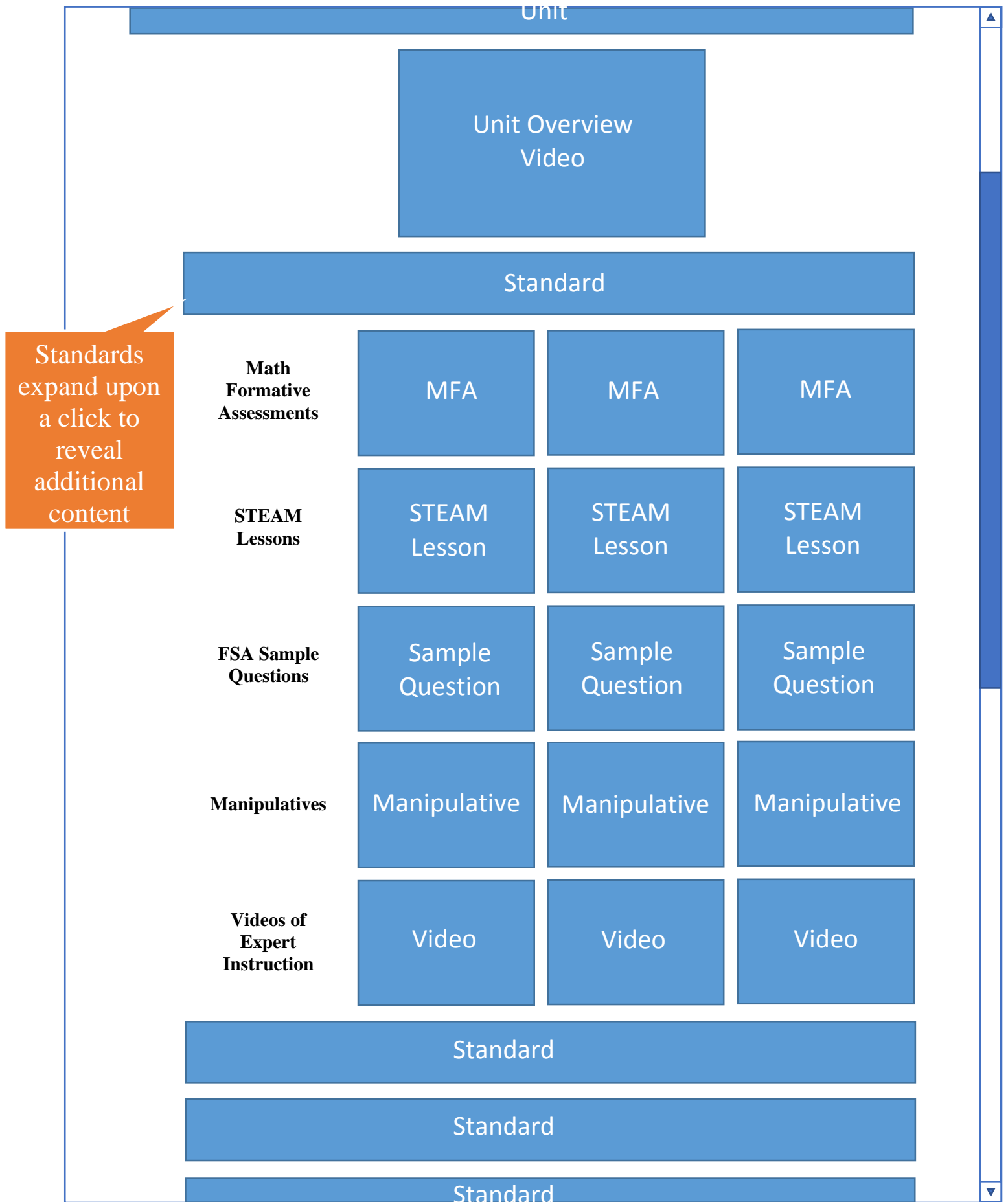
Graphic 3 – Parent/Student Course Page (Expanded)



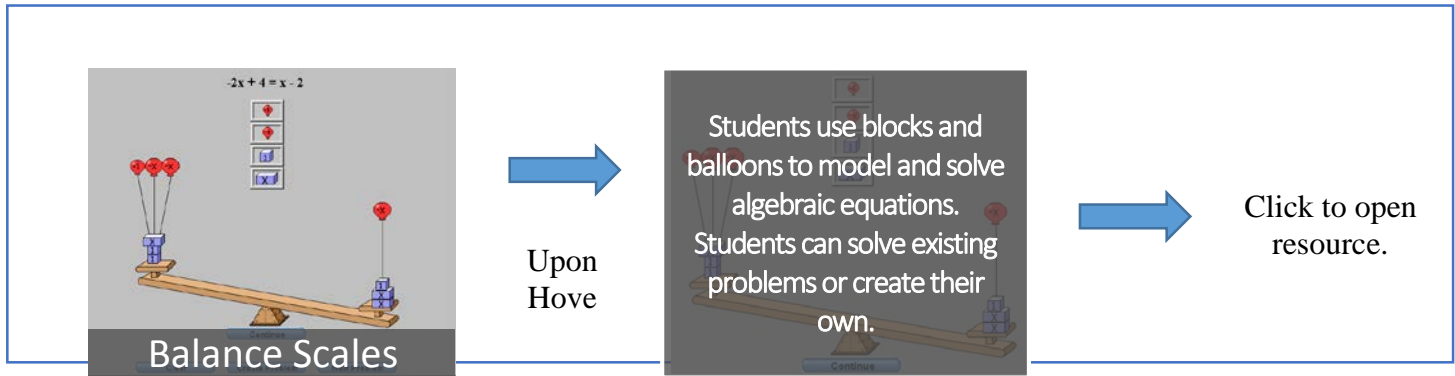
Graphic 4 – Teacher Course Page (Unit Expansion)



Graphic 5 – Teacher Course Page (Standard Expansion)



Graphic 6 – Tile Descriptors



Graphic 7 – STEAM Lesson

