OUR **MISSION**

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STALLION CORRAL 5

STALLION CORRAL 4

60' ROUND PEN

STALLION CORRAL 3

55' ROUND PEN

STALLION CORRAL

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# Matthew Wilkins

- VP of Chapter Visibility and Public Affairs
San Diego Chapter

- Digital Technology PPN Co-Chair

- Associate – KTU+A

# Overview

1. Show how a new website can help your chapter.

2. Analyze the steps required to build a new website.

3. Discuss the lessons learned, maintenance, and Q&A.

# How can it help your chapter?

- Helps your members

- Helps the public

- Can bring revenue

- Will improve your chapters visibility

# Helps your Members



- Find information easily

- Host pages for
  committees or events

- Get involved

- Incentive for membership

# Helps the Public

- Find out about our profession

- Find a local landscape architect

- Hear about events and LAM

# Can Bring Revenue

- Provides an incentive for sponsors

- Can show their logos, contact information and events.

- SDASLA has seen a rise in sponsorship.

# Improves Chapters Visibility

- SDASLA has seen a rise in unique visitors

- Many of the users have commented about the ease of use.



| Month | Daily Avg | | | | Monthly Totals | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Dec 2015 | 523 | 496 | 131 | 62 | 96 | 90333 | 62 | 131 | 496 | 523 |
| Nov 2015 | 5752 | 4883 | 1116 | 332 | 5055 | 11264278 | 9973 | 33509 | 146505 | 172575 |
| Oct 2015 | 7862 | 5292 | 1052 | 342 | 5187 | 11606187 | 10619 | 32632 | 164074 | 243726 |
| Sep 2015 | 7521 | 4949 | 1038 | 298 | 4967 | 9081483 | 8963 | 31156 | 148476 | 225638 |
| Aug 2015 | 6624 | 4404 | 1069 | 283 | 4438 | 8563270 | 8783 | 33150 | 136533 | 205358 |
| Jul 2015 | 5587 | 4634 | 911 | 284 | 3895 | 8396492 | 8827 | 28262 | 143665 | 173200 |
| Jun 2015 | 4951 | 4215 | 793 | 291 | 3853 | 9153349 | 8735 | 23809 | 126454 | 148549 |
| May 2015 | 4538 | 3734 | 718 | 276 | 3892 | 8270871 | 8572 | 22270 | 115756 | 140690 |
| Apr 2015 | 6830 | 4519 | 914 | 277 | 4212 | 8966553 | 8314 | 27439 | 135598 | 204904 |
| Mar 2015 | 4414 | 3537 | 579 | 223 | 4244 | 7434481 | 6920 | 17964 | 109652 | 136838 |
| Feb 2015 | 4136 | 3419 | 621 | 236 | 3564 | 6268552 | 6632 | 17390 | 95744 | 115821 |
| Jan 2015 | 4953 | 4017 | 682 | 249 | 3872 | 7224812 | 7747 | 21153 | 124545 | 153550 |
| Totals | | | | | | 96320661 | 94147 | 288865 | 1447498 | 1921372 |
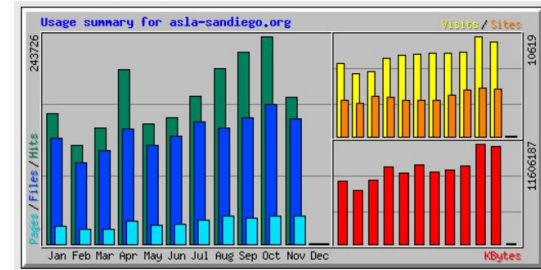
# Steps required to build a website?

- Create a website committee

- Collect chapter members or boards desires (wish list)

- Develop an RFP

- Select your development team

- Stay involved once you select your development team

# Create a website committee

# Wish List !!!

- Develop a list of other websites and highlight specific features that you like

- Take a survey from members about what they want from a website

# Develop an RFP

- Build an RFP that reflects your chapters desires.

- Helps to have somebody spearhead this.

- Consult a web developer, other chapters and national.

- Pay to have somebody put this together if needed.



REQUEST FOR PROPOSAL
Website Re-Development

February 7, 2014

Request for Web Developer RFP by ASLASD                Page 1

## Page 3 (left document)
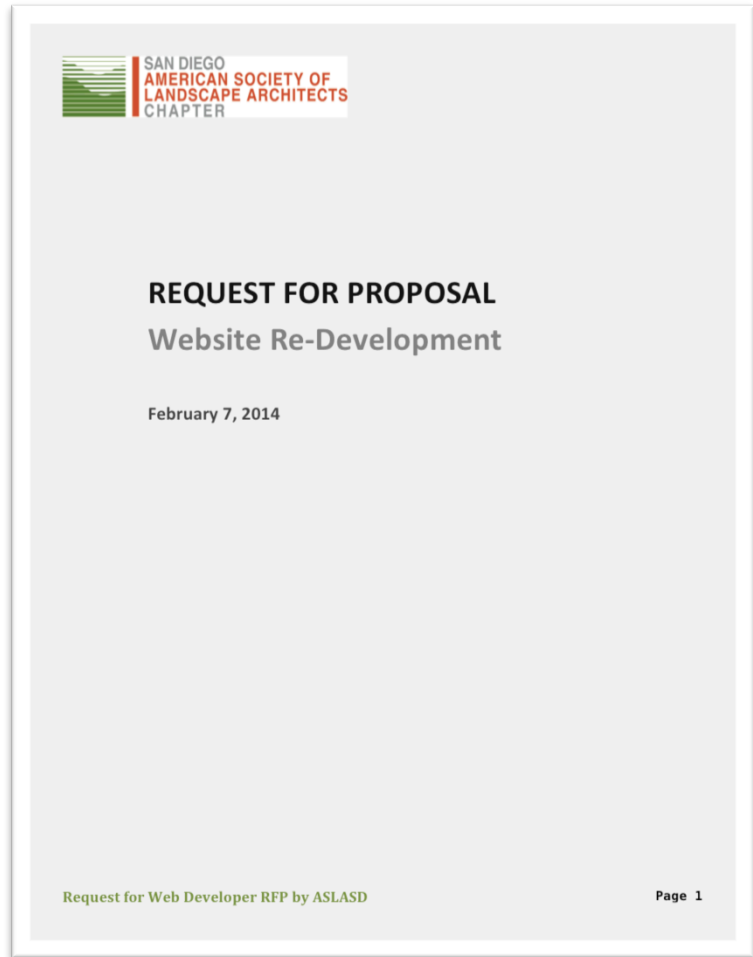
### I. Introduction

The American Society of Landscape Architects - San Diego Chapter (ASLASD) is requesting proposals for the redevelopment of our website. The purpose of this Request for Proposal is to receive quotes to rebuild, redesign and update our current website. The website must be completed by November 2014 and will be announced to all members via email and at our annual year-end awards ceremony.

### II. Organization Information

ASLASD is a non-profit organization serving as the San Diego region's professional chapter for landscape architects and is a local representative for the American Society of Landscape Architects (ASLA). ASLA's vision is a world where the built and natural environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desires to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends. Our mission is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

### III. Overview

ASLASD would like to update our website in order to help promote our profession, allow for better access to tools and information, and provide members and sponsors a nexus to interact. As a professional representation of ASLASD, the website needs to be linked to the ASLA website, its blog and subsidiary pages and/or sites, and other relevant professional sites. ASLASD formed a website committee comprised of board members and advisers who will communicate content, design and scope. The website committee will also monitor progress and work with the selected respondent as needed.

### IV. Scope of Work

The website already has a domain name and web hosting. The current content and information may be preserved and utilized if desired; however, other suggestions and/or recommendation may be considered. ASLASD is interested in any software/re-design that will allow us to maintain and edit needed website information. This includes allowing members to submit edits of their displayed info, adding news/stories, upcoming events and other information. The website committee will work with the selected respondent to outline the needed menus, toolbars, images and other information. ASLASD will furnish any/all photos therefore the respondent should not include the purchasing of photos in the RFP fees.

*Our main goals are:*

1. To create a clean, simple, and well-designed website that reflects ASLASD.

2. To provide a comprehensive website for fellow landscape architects, guests and sponsors.

3. To incorporate social media platforms including; facebook, twitter, linkedIn, and a blog site.

## Page 4 (right document)

Items that we want to add to the ASLASD website:

- Interactive pull-down menus and minimize/combine underutilized menus and tabs
- Main page photo slider/carousel with navigation and possible links
- Multiple blog potential – even if it is through LinkedIn or Facebook
- Mobile and tablet access
- Incorporation of social media platforms such a: Facebook, LinkedIn, Twitter, Google+, YouTube, Eblasts, etc.
- San Diego Chapter overall aesthetic with regional (San Diego) consideration/feel
- News page reformatted to be user friendly and intuitive, put all news links under pull down menu and make concise
- Management control/administration of the blog-news to remove/block content
- Interactive calendar interface
- Small social icon links bar to broadcast news articles, events, etc (possibly on news/blog page).
- Internal mini-websites/landing pages for unique committees (Emerging Professionals Group, Stewardship, Residential Practitioners)
- Potential to have a 'Members Only' section with a login and password.
- Better site accessibility
- Potential widgets (calendar, others?)
- Link back to main page on banner/header image
- Maximize Backward/Forward links to other ASLA and landscape architecture websites (i.e. ASLA.org national website, The Dirt, Land8 Lounge, etc.)
- Possibly increase website tags (SEO)

The designer shall solve and/or suggest solutions to these previously identified issues:

- Static and Redundant
- Cluttered/lengthy text/unorganized
- Low resolution photos/images
- No display of current news or information
- No connection with social media
- Inconsistency from page to page

Key words for the ASLASD website:

- Professional
- Timeless
- Modern
- Flexible
- Concise
- User-friendly
- Regional (unique to San Diego)

Left page:

**V. Audience**

ASLASD has a unique user group that is comprised of active and inquiring professionals, students, vendors, clients, stakeholders, and other design and construction professionals. The majority of users are expected to have midlevel technical skills and are looking for legibility, accessibility, intuitive layout and ease-of-use. Given that landscape architecture focuses highly on design, the aesthetic quality of the website is very important.

**VI. Project Schedule**

The project schedule is as follows:

- Announce RFP – February 7th
- Pre-Proposal Questions Due – March 7th send to ASLASD@sbcglobal.net
- Proposals Due – March 18th
- Selections Approved – TBA
- Design Work
  - Meetings with Website Committee – (TBA)
  - Board Meeting 1 (30% Complete) – July 17th
  - Board Meeting 2 (60% Complete) – September 18th
  - Testing (Launch Test Site) – October 1st – October 31st
- Launch Website – November
- Handover Meeting with Maintenance Training - (TBA)

Schedule

Right page:

**VII. Submittal information and Requirements**

The submittal package shall include:

- Resumes or CV's of staff members involved
- Examples of previous websites completed (minimum 3 URLs and Screen Shot's)
- References from previous website clients that are listed above (include contact name, organization or business name, email, phone, and range of cost to complete services)
- A brief description of the firm or individual and why you should be considered
- Brief description or images of design ideas
- Agreement to project schedule
- Services & Fees (see below)

The respondent must include their services and associated fees. This should take into account the project phases (see section *VI. Project Schedule*) and be itemized per each task item. Also, the response must include each participating staff member and his or her allocated hours and hourly rate.

All proposals must be received no later than March 18th at 12:00 am. Any proposals received after the due date will not be considered for selection as the project timeline is critical. Digital copies of the proposal are to be submitted via email by the above date to aslasd@sbcglobal.net. If a dropbox link is required, call our office at 619.283.8818 for a link.

Questions regarding the submittal and RFP may be sent to the email above and our answers will be shared with other RFP submitters.

**VIII. Selection Process**

ASLASD is looking for individuals who can fulfill the scope of work, collaboratively work with the website committee, work within the project deadline. Once the website committee receives all proposals we will select the top candidate/s who respond according the above criteria. Selection of respondent(s) will be announced in March or early April 2014. The selected respondent(s) will have an interview with the website committee and the final selection will be announced after the interview process.

**IX. Terms and Conditions**

Issuance of this RFP does not commit ASLASD to award a contract, or to pay any fees incurred in the preparation of a response to this request. ASLASD retains the right to reject any and/or all submittals. Selection is also dependent on final negotiation process, contract with winning respondent and approval by website committee and board of directors.
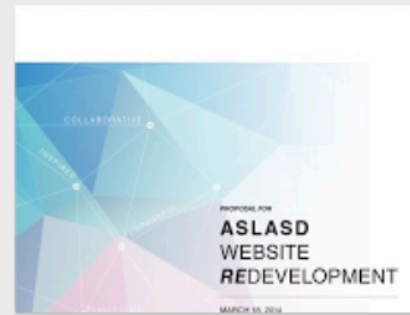
**2.** Steps required to build a website

PR - Summit 2016   San Diego Chapter   Website Re - Development

# Select your Development Team

# Stay Involved in the Development

- Schedule meetings
- Do your homework (provide photos, text and other needed information)
- Monitor progress and budget
- Ensure needs are covered

# lessons learned, maintenance, and return on investment



404

**404 Error: requested doughnut does not exists!**

You have reach this page because the requested doughnut does not exists on this server. Please check that the URL is correct or inform the webmaster of the website of an incorrect link.

Go to website home page

# Lessons Learned

- Communication is key

- Best when you have a committee/team helping

- Be educated about the process, find members or others with experience in web development

- Be open to other ideas and compromise with committee members

# Site Maintenance



**SAN DIEGO ASLA**
AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

**Website Maintenance RFP
February 2015
Please reply by
March 16, 2015**

**I. Introduction**
The American Society of Landscape Architects - San Diego Chapter (ASLASD) has completed the redevelopment of their website. The purpose of this Request for Proposal is to receive quotes to maintain and enhance our current website.

**II. Organization Information**
ASLASD is the San Diego region's professional chapter for landscape architects and is a local representative/chapter of the American Society of Landscape Architects (ASLA). ASLA's vision is a world where the built and natural environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desires to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends. Our mission is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

**III. Overview**
ASLASD would like to retain a professional to maintain our website to help promote our profession, allow for better access to tools and information, and provide members and sponsors a nexus to interact. As a professional organization, the ASLASD website needs to be linked to the ASLA national website, its blog and subsidiary pages and/or sites, and other relevant professional sites. ASLASD formed a website committee comprised of board members and advisers who worked with a designer to re-develop the website. The website committee will also work with whoever is selected to maintain the site, to monitor its content and suggest design changes as needs or events change.

- Website maintenance is necessary

- Consider having a committee or board member who oversees this

- Take on tasks if possible

# Thank you!

## Questions / Discussion