

STATEMENT OF WORK

PURPOSE

Redevelopment of Atlantic Presenters Association (APA) web site presence, located at atlanticpresenters.ca and contacteast.ca to meet the contemporary B2B web users expectations.

Our new site must be fully optimized for Google search and use structured data standards (Schema.org) to describe our content.

OBJECTIVES

1. Consolidate the current two websites into one, housed at atlanticpresenters.ca
2. Develop the new site using a WordPress CMS.
3. Develop the site with the latest search engine optimization considerations in mind, with the relevant and appropriate plug ins for SEO, structuring event, news article and membership information.
4. Must be mobile friendly in navigation, graphic design, content and function
5. Consider and provide advice on any near-future (within 2 years) linked, open data approaches we can leverage for the site today.

ABOUT ATLANTIC PRESENTERS ASSOCIATION

The Atlantic Presenters Association (APA) is the regional arts presenter's organization for Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick. We are a leader in the presentation of the performing arts and promote the development of performing arts touring in the Atlantic Canadian region. Our mission is to enable our members to enhance, promote, and facilitate diverse, quality live performances, and to provide an exchange of best practices and ideas. In so doing, the lives of Atlantic Canadians are enriched because of the strong, vital presenters providing live performance experiences.

We organize two conferences annually (Contact East Showcase conference and Shiftchange for festival), in addition to professional development workshops and a spring retreat for members.

SCOPE

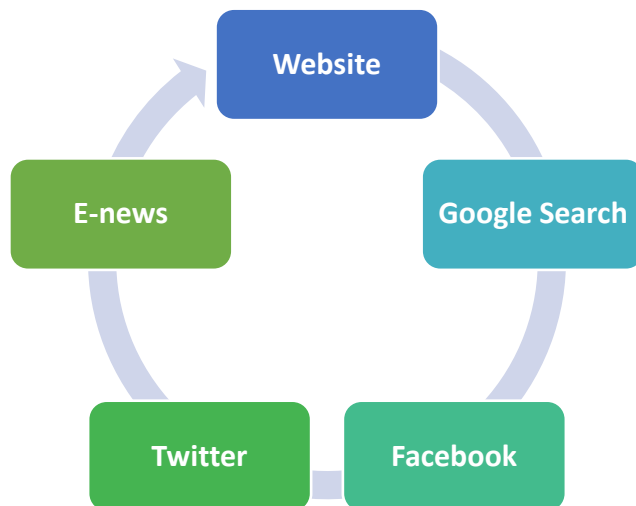
Several major developments have changed how the web works and APA requires a web presence that places it at the leading edge again of these changes:

- The rise of mobile devices and tablets used to access web content, which has resulted in a preference for touch controlled, scrolling sites and shorter, more concise writing for small screens

- Emergence of structured data standards power the emergence of the semantic web and Google now provides answers instead of merely search results linking to websites; without ever sending web users to the originating website
- Voice-based virtual assistants (Siri, Alexa) are changing how users interact with the web, and require new ways of preparing the written content of websites.
- In an era of fake news and IT security breaches, being seen as an authoritative, trusted and secure content provider is critical.
- Integrating with social media networks is key to building a seamless web presence

APA does not have any significant consumer facing needs, but we must provide a contemporary web experience that reflects our leadership position in our field in Canada. APA has a history of embracing leading technologies to enable the business of presenting; however our website has not kept up in recent years due.

We consider our web presence to span all of these properties.



REQUIREMENTS

- We need contemporary semantically structured web presence that project team members (not developers) can update on the fly.
- Must use the off-the-shelf CMS, like WordPress. We request that the supplier recommends a template that suites this project's aims.
- Must have structured data so that our events, news and member information will surface in Google searches
 - See <https://developers.google.com/search/docs/data-types/how-to>
 - There are several plug ins for SEO and structured data applications using schema.org

- The site will employ traditional SEO to ensure it can be searched and found, as such web page urls, title tags and description tags have to be implemented to be keyword-rich and specific.
- Each event or activity requires its own page for best SEO impact
- Must use SSL encryption or better security for the entire site
- For larger events we use TicketPro to handle registration and payments, so there is no e-commerce component to this site.
- Accessibility by people with various disabilities – what are any additional standards we can follow to ensure greatest accessibility? Any advice appreciated!
- Use Google Analytics for traffic and behaviour analysis as this is critical for reporting.

Additional considerations

- How do we best deal with speak able texts used by Siri, Alexa and other voice-based virtual assistants?
- Note: there will be no password protected members area anymore. Instead the gated resources will be published on the public site.

DEVELOPMENT PROCESS

We seek a supplier that can identify the best WordPress template for our needs and complete the initial WordPress implementation for us within 2 weeks of award of the contract. The template largely sets the visual parameters of WordPress sites. Nonetheless, we require the contractor to supply graphic design advice (imagery, font choices) and ensure that the visuals and content used are effective in positioning APA as a savvy leader while providing important information to our current and potential members.

We also seek advice on the final sitemap of our site to aid us in ensuring the most effective information architecture.

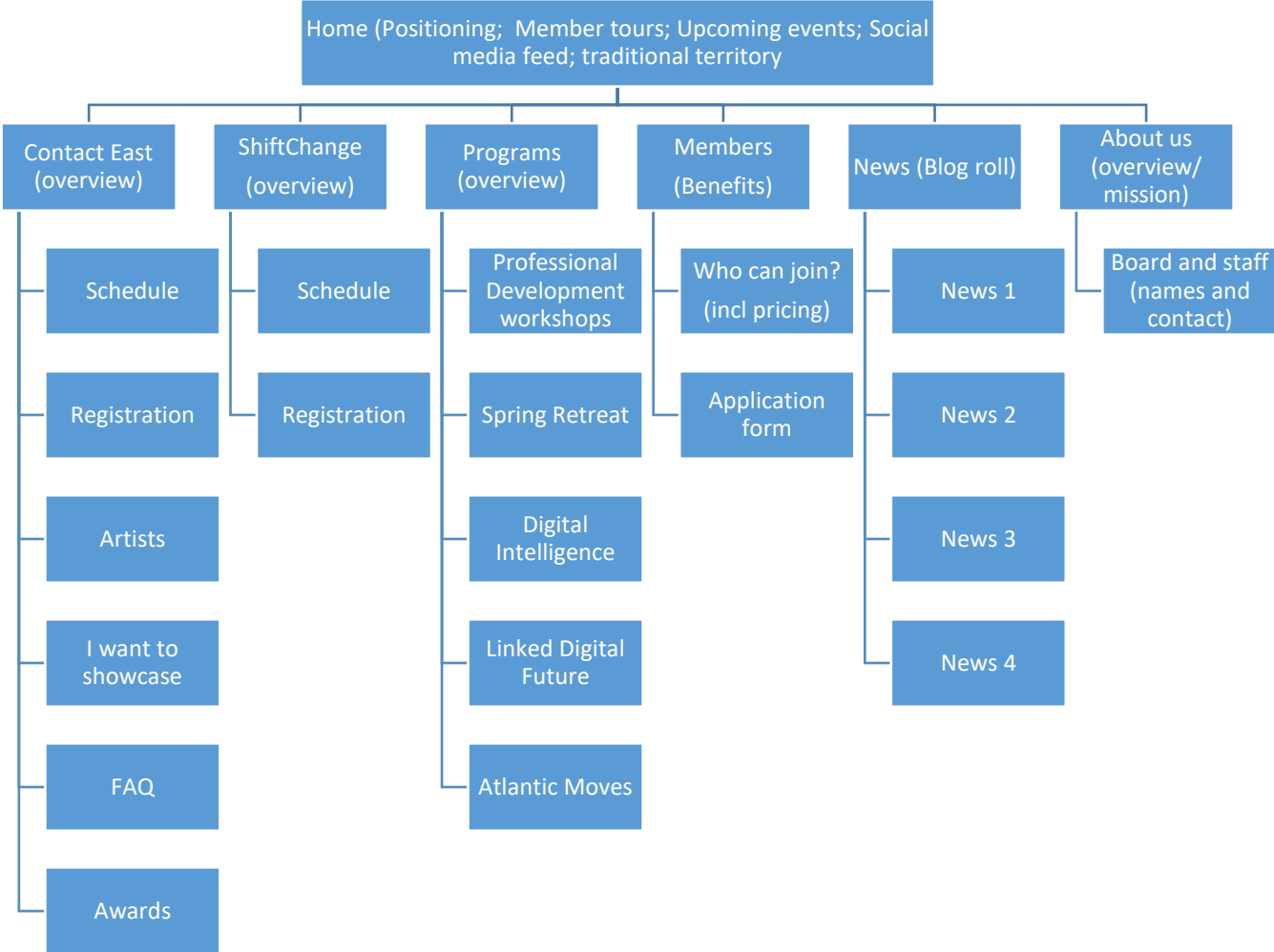
(Note: some templates come with numerous pre-designed template pages. To aid in maintaining our focus, please deliver the initial implementation as a clean slate, i.e. without any unnecessary sample pages)

All APA staff will be trained on the use of the WordPress backend as each has a role in updating the site.

APA staff, with the support of the contractor, will implement the new content including writing web urls, title tags and other SEO meta data.

PRELIMINARY SITE MAP

The following site map offers a preliminary structure to feature our most important content. It is not necessarily complete at this stage of the process.



Under Contact East navigation, we expect to maintain historic pages by year for artists and awards

SCHEDULE

The overall schedule should result in a new website, ready to be launched during the first half in February 2020 at the latest.

Our overall project schedule is as follows:

Nov 14	Issue SoW and request quotations from companies and individuals
Nov 26	Receive quotes
Dec 2	Award contract
Dec 13	Initial WordPress installation
Dec 16 - 19	Train APA staff
Jan 6 – 29	APA staff implement content with training and trouble shooting of contractor
Jan 29 to Feb 12	Supplier to ensure all aspects of the site work well and are ready for launch
Feb 14	Final approval by APA to launch
Feb 15	Replace existing website and redirect contacteast.ca to the new site

PRICE

We have set aside a budget of \$5,000 for the contractor's scope of work.

Should your approach require additional budget, please explain this in your quotation.

We anticipate that within this budget the contractor can supply 2 days of training for our staff (we anticipate training will be delivered online rather than in person), including trouble shooting as we begin to use the new backend.

This budget assumes that all content will be prepared by APA, while all technical aspects, from installation to technical support and expertise, is supplied by the contractor.

PROPOSAL

We require the following information in your budget estimate:

- Project leader CV (no more than 1 page focussing on relevant highlights)
- Team member experience with open source CMS in general and WordPress in particular
- Team member experience identifying and activating relevant plug-ins
- 2 similar projects: brief description and client reference
- Budget and Schedule

Please supply your quotation **no later than November 26, 2019 at 3 pm Atlantic Time**. Please email laurie@atlanticpresenters.ca with any questions before Nov 22.