

Statement of Work

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Version: 2

Dear Janet and Jeff,

The following describes the services ISITE Design will provide as we transition from the design engagement to development of the first versions of the new Peralta websites. This agreement does not include training which is addressed in a separate statement of work.

Service Description

ISITE Design will develop new websites for the Peralta District Administration site and each of the four Peralta Colleges: College of Alameda, Berkeley City College, Laney College and Merritt College.

Due to time and budget constraints, only a portion of the feature set designed in the Phase I Information Architecture (originally approved on 10/15/07) will be implemented for this initial release of the new sites. The features included in this release are listed in the spreadsheet attached in Appendix A and pared down versions of the Information Architecture documents (PERAL-10564_Disctrict_IA_V1.3_Future and PERAL-10564_College_IA_v2.0). These documents combined with the creative design approved on 10/23/07 represent the scope of what ISITE will develop for Peralta under the terms of this statement of work.

Additional Site Strategy Services

The following is a description of additional specification work that is required to initiate the development of the new websites.

Information Architecture and Wireframes

Additional wireframes need to be created for some of the interior pages that were not covered in the Phase I wireframes. We will be creating up to 8 wireframes. We will not be altering the site map.

Functional Specifications

During Phase I of this project, ISITE delivered high level functional specifications. We will extend the functional specifications to include those widgets not described in the original engagement. We have estimated that a total of 12 hours will be necessary to specify the remaining widgets.

Creative Assets

The chosen creative design needs to be converted into graphical assets. We have assumed that the design will remain unchanged and that no additional creative elements will be added to the scope of the project (e.g. editing of faculty photos.)

Technical Specification

ISITE Design will spend 6 hours reviewing Peralta's web infrastructure and identify areas that require improvement or modifications prior to the launching of the new sites. Additionally, ISITE Design will create a technical specification that outlines the security and workflow model for the Ektron Content Management System and Google Appliance integration. These recommendations and specifications will be delivered in the form of a 3 to 5 page document that will be complimented by one to two meetings with members of the ISITE Design technical team. Actual infrastructure configuration and preparation for launch are included separately as part of the Development Services described below.

Development Services

Installation and Setup of Ektron Content Management System

ISITE Design will setup the Ektron Content Management System on the Peralta web infrastructure. The setup and configuration will follow the Technical Specification as outlined above.

Content Entry (Limited)

ISITE Design will spend up to 30 hours inputting site content and meta-tags. This will enable us to perform the initial testing of the new sites. It will also establish a standard for Peralta to follow when inputting content and meta-tags.

Content Migration Strategy

ISITE Design will develop a plan for migration of existing web content into Ektron. This plan will include recommendations for automating some content migration and a content matrix against which the manual migration progress can be measured and managed. While Peralta is responsible for the majority of content migration and entry, ISITE Design will assist by managing Peralta-supplied personnel tasked with this process. 59 hours have been budgeted for ISITE Design to develop the plan and manage this process. We have assumed that Peralta will identify the individuals to perform the content migration and provide the necessary facilities (most likely the Laney College computer labs.)

Ektron Templates

ISITE Design will build all Ektron templates identified in the originally approved and pared down Information Architecture and additional wireframes described above. The templates will be built in Ektron CMS400.NET using a combination of HTML and CSS.

Application Development

ISITE Design will design and develop the underling Ektron applications (including the Google Appliance integration) and databases required to support the new websites.

WebTrends Configuration

ISITE Design will implement the agreed upon recommendations from the Measurement Strategy delivered in the original engagement (Peralta_Marketing_Strategy_v2.0).

Quality Assurance Testing & Revisions

ISITE Design will document a formal test plan against which we will do formal quality assurance testing. This plan will be distributed to Peralta so that they can also review and test the sites according to the same criteria. Peralta's first chance to perform testing will be upon delivery of a Beta version of the new sites.

Deployment and Launch Services

ISITE Design will migrate the new sites to the Peralta web infrastructure as part of the Beta release referenced above. Once final acceptance testing has been conducted and the sites are deemed ready for launch by both Peralta and ISITE Design, we will assist the Peralta IT team in launching the new sites. We have assumed 78 hours will be required for this support. Peralta IT will actually switch the DNS in order to actually launch the new sites.

Project Management

Project management will continue to be provided. It is important to note that during the original engagement, project management accounted for roughly 32% of total project hours spent. We have assumed a reduced percentage (20%) for this project. If Peralta requires more assistance than forecasted, we will need to discuss the need for a change order.

User Training

ISITE Design recognizes that user training is critical to the success of the project. An approach to training has been documented in a separate Statement of Work which describes our recommendations.

Assumptions & Dependencies

1. Peralta and ISITE Design will each establish a single point of contact that will be responsible for all management, decision-making activities, and communications between companies.
2. Prompt access to Peralta's team members is needed to ensure that ISITE Design can meet its timeline. The timeline and budget of the project may be affected if the gathering of content requires more time than allocated due to personal schedules. Additionally, coordination and consensus of multiple and conflicting subject matter experts by ISITE Design may increase the timeline. At this time it is understood that key meetings and decisions will be handled by the web project team (Jeff Heyman, Janet Cragin and Emerson Whatley),
3. Revisions beyond scope (stated or implied), including the integration of new functionality or changes after approval, will be considered Change Orders and incur costs above the price provided in this document. Revisions (not including fixes and other changes during normal review periods) may also affect the schedule. Peralta will be notified of changes that impact the agreed upon pricing.
4. Peralta will provide facilities and manpower for the migration of content from the existing CMS into Ektron. ISITE Design will remotely manage this process.
5. Peralta will obtain an adequate Ektron license that supports its content authoring and administration needs.
6. Peralta will purchase and physically install the enterprise level Google Search Appliance for use as the search engine.
7. Peralta will receive and retain ownership of all deliverables produced by ISITE Design. At the completion of this project, ISITE Design will send source files to Peralta on CD-ROM.

Pricing and Timeline

ISITE Design believes that a realistic target launch date for the new Peralta sites is **January 30, 2008**. For more details about the project timeline please see the project plan attached as Appendix B and dated 11/8/07. Travel is billed at cost and payment terms are Net 15.

Item	Hours	Cost
Additional Site Strategy Work		
Information Architecture and Wireframes	12	\$1,440
Functional Specifications	12	\$1,440
Creative Assets	18	\$2,160
Technical Specification	32	\$3,840
Development Services		
Installation and Setup of Ektron Content Management System	8	960
Content Entry	30	\$3,600
Content Migration Strategy	59	\$7,080
Ektron Templates	80	\$9,600
Application Development	224	\$26,880
WebTrends Configuration	28	\$3,360
Quality Assurance Testing & Revisions	75	\$9,000
Deployment and Launch Services		
	78	\$9,360
Project Management		
	130	\$15,600
Total	786	\$94,320