



REVISION HISTORY

Revision 1, Submitted April 8, 2013. The COST-related sections of this proposal were revised to accommodate the District's ability to provide its own video production and photography services.

INTRODUCTION

Cynosure New Media submits the following proposal to expand the online orientation program at Laney College to the remaining campuses in the Peralta Community College District: Merritt College, College of Alameda, and Berkeley City College.

The project goal is to leverage the existing content of the Laney College online orientation into 3 additional online, media-based, self-guided programs that can be customized to meet the unique needs of each campus.

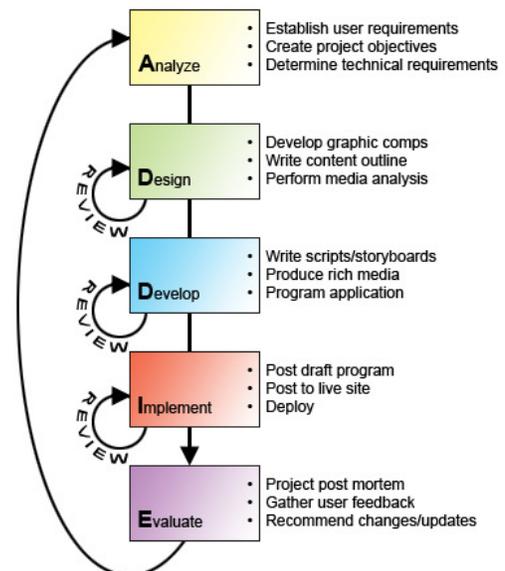
ABOUT US

Cynosure New Media, Inc. is a San Diego-based full-service communications company specializing in media-based training development, digital content production, and custom software applications. Our expertise in instructional systems design and corporate communications spans several industries including wireless telecommunications, biotech, healthcare, software development, organizational management, leadership development, and employee improvement. Our clients consistently agree, ***the Cynosure difference is that we always do what we say we will do - deliver superior end-products on time, on budget and with exceptional customer care.***

Powered by a dynamic team of individuals with diverse skills and talents, Cynosure builds successful partnerships with its customers through careful planning, monitoring, and two-way communication. We pride ourselves in our ability to respond to our customers quickly through proactive rather than reactive project management. Bottom line – we strive to create long-term collaborative business relationships to ensure a win-win environment for our customers, our strategic partners, and our team of creative professionals.

What Makes Us Different

At its core, Cynosure New Media is a training development / instructional design company. Therefore, regardless of the project type (training, corporate communication, or information) we make use of the ADDIE instructional design model in our development process. The model forces us to make certain project considerations that would not normally be





*Online Orientation Programs
Peralta Community College District
Proposal
(Revised April 8, 2013)*

addressed by ordinary multimedia developers.



STATEMENT OF WORK

Develop online orientation programs for 3 campuses of the Peralta Community College District (Merritt College, College of Alameda, and Berkeley City College). Typically, Cynosure would develop this program for an individual campus, however the goal of serving all campuses in the Peralta District presents the following challenges and opportunities:

- Create a custom interface in accordance with the branding requirements of each campus.
- Develop content that can be both customized for each campus and also draw from common content that is the same of all campuses in the District.
- Minimize development costs by leveraging like content for use by all campuses.

Cynosure will meet these challenges by developing content for the District in 3 categories:

1. Content unique to a specific campus.
2. Core content that can be used by all campuses.
3. Leveraged content that can be used by all campuses and built into a program along with specific content.

DESCRIPTION OF SERVICES

Each of these programs follows a common cycle for development including:

1. Design
2. Script/Storyboard
3. Video Production
4. Graphic Production
5. Programming
6. QC Test

The following provides additional details of these development phases, without offering specifics of how they are employed for each type of program proposed.

DESIGN AND STORYBOARDING

This stage of production encapsulates all design considerations to be made for the finished program. It begins with some consideration of how the students will interact with the program. The result of the Design and Storyboarding phase of development is a complete storyboard that documents all of the rich media elements to appear, all narrated dialog, on-screen text, graphic/photo descriptions, character animation, and all content to be delivered.



With respect to this phase of production, Cynosure will:

- Perform a detailed analysis of the Laney College orientation to identify areas of content overlap between the campuses and those areas where content will be customized.
- Meet individually with each campus to collect additional ideas, themes, requirements, and need for content beyond the core common content.
- Create program design documents complete with content outlines that detail the development effort for each campus.
- Create script/storyboards for each campus that detail program requirements and all graphic, photo, and video requirements required needed.
 - The storyboards will be developed in MS Word. Draft versions will be submitted to the college staff for review and comment.

VIDEO PRODUCTION

Online orientation programs make a substantial use of video. The use of video is intended to maintain learner engagement, allow viewers to get a feel for the campus environs, and improve retention.

Cynosure, with professional video product crew, will film all video segments on campus. Video production is also our opportunity to perform still photography as needed to support the graphic requirements of the program.

With respect to video production phase of production, Cynosure performs the following:

- Develop a pre-production shot list based on the screen concepts and storyboards.
 - Identify the focus and scope of each video to be produced.
 - Document actual narration or the concept of narration to be captured during production.
- Develop a production schedule.
 - Define the dates and activities around which video will be shot.
- Shoot video using professional crew and equipment. Equipment typically includes camera, lights, audio, and teleprompter. Actual equipment and crew provided depends on actual video requirements.
- Provide still photography as required
- Edit and produce videos.
- Digitize and compress finished videos for inclusion in the finished online orientation.

GRAPHICS

This work generally begins at the time the final storyboards are delivered and continues simultaneously with programming phases. In this phase of production all images, graphics, and photography documented in the storyboard for use in the program are produced.



Individual screens are laid-out with their associated text and/or images.

With respect to the preparation of all rich media for use in the orientation, Cynosure will:

- Prepare all rich media elements as detailed in the approved storyboards
- Develop graphics, animation, and text for inclusion into the program.

PROGRAMMING

This phase of development brings all the online advising components together into a format suitable for review and comment. Goals of the programming phase include, but aren't limited to:

- Combine all elements into a complete deliverable package.

With respect to the programming required for the orientation, Cynosure will:

1. Program all components needed for online presentation
 - Use appropriate combinations of HTML, Macromedia Flash, and JavaScript, program the orientation into a format suitable for online review, comment, and approval
2. Host program for review
 - During the development and review, Cynosure will host the orientation program on its corporate web servers. A URL will be provided for online review.

ADDITIONAL PROGRAMMED ELEMENTS

As a companion to the online orientation program, Cynosure provides a simple usage tracking and data collection system. The data collection system makes use of a basic flat file data system, provides essential administrative functionality and control, and reports usage of the online orientation program by viewers. The system records the following information:

- Student identify at the time of entry.
- Recording of significant responses to user prompts
- Time of entry into and exit from the online program.
- Overall completion status.

The utility is a pre-existing tool and as such not subject to high degrees of customization.

IT SUPPORT REQUIREMENTS

Online orientation programs developed by Cynosure are designed to require very little IT support or maintenance, except as described below:

1. Orientation Deployment



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- a. During orientation development Cynosure hosts the work-in-progress program on its own servers to facilitate electronic review by the campus. Once the program is completely approved, the files are delivered to the campus for deployment on its web server, as follows:
 - i. Cynosure will ZIP up the entire program and provide a link where the program can be downloaded by campus IT.
 - ii. Campus IT will download the ZIP file and un-ZIP the program in the appropriate location on the campus web server.
 1. The program requires a Windows server
 2. Program footprint is about 160Mbytes
 - iii. Campus IT will apply "Write" permissions to the /data directory of the orientation program for the Internet Users Group (or equivalent).
 - b. At this point to the program is ready to be used by viewers.
2. Periodic File Updates
- a. From time to time small changes to program content may be made requiring the need to update revised program files. It is important to point out that these changes are made by Cynosure, not campus IT. IT is only required to receive the updated files and upload them to the orientation web site. The typical scenario is as follows:
 - i. Campus requests of Cynosure certain content changes be made
 - ii. Cynosure makes the requested revisions and posts the changes to our own server to facilitate online review and approval of the requested change.
 - iii. Cynosure will deliver the change files via e-mail attachment to the designated campus IT department person. The e-mail will describe the update and detail how to make the update - generally copying and replacing existing orientation files with new ones.
 1. Alternatively, Cynosure may ZIP up the files and provide a link to download the updates.

The only other campus IT support that may be required is if the campus decides it wants to have the orientation interfaced with its existing student data system to facilitate the immediate resolution of registration holds based on completion of orientation. When considering student data system integration there are two options.

1. NOT INTERFACED

- a. In this case, the orientation program remains completely isolated from any other campus hosted program.
- b. No additional IT support is required other than what has been previously described for program deployment and periodic file updates.



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- c. Students access the orientation from a sign on screen (provided with the orientation) that creates a record in the data tracking utility and facilitates report generation from the admin utility.
 - d. Registration holds cannot be automatically cleared.
2. INTERFACED (see block diagram on next page)
- a. In this case, the orientation program "handshakes" with campus data system to provide 2 important functions.
 - i. Authentication
 - 1. Students sign-on via campus student portal and access orientation from a link within the student portal.
 - ii. Clearance of Registration Holds (or other purpose for feedback)
 - 1. Notification of students who complete orientation is sent immediately to the campus data system.
 - b. In reality, the two programs are not "integrated." Instead...
 - i. The web link from the student portal to orientation is appended with student identification information like Student ID, Name, and e-mail Address.
 - 1. Cynosure ingests the information sent from the portal and uses the values to create the record in orientation's own data file automatically - bypassing the need for students to self enroll.
 - a. This ensures the student data is correct and eliminates typos or other sign on errors that can be created using self-sign on methods.
 - ii. When the student completes all the requirements of orientation, notification in the form of an HTTP POST is sent back to the campus data system with this information.
 - 1. The notification from orientation to the campus data system includes student identification information that is ingested on the campus side and the required operations are acted upon.
 - c. Campus IT will be required to program the file that ingests the HTTP POST from orientation and performs whatever actions the campus desires inside of the campus data system with this information.



PERIOD OF PERFORMANCE

Projects of this type take between 5 and 6 months to complete, review, approve, and deploy.

A detailed project schedule will be developed upon contract award.

WARRANTY

Cynosure New Media, Inc. warrants this application from programming and technical defects with regard to the condition of content, navigation, and video playback. However, Cynosure can not anticipate the future direction of the technologies upon which this orientation is based and therefore can not warrant its ability to play without error should technologies change in the future. Specific technologies employed in this program include: Adobe Flash and various Internet browsers, i.e., Microsoft Internet Explorer, Netscape, and Mozilla Firefox.

ORIENTATION ON-GOING MAINTENANCE

Cynosure New Media, Inc. understands that in spite of our best effort to develop a product with content longevity, things change. As such, we agree to make small changes free of charge for a period of up to 3-years. Small changes are described as typographical errors, changes to text content, etc., changes that can be made in the period of 30-45 minutes and returned to the college as a replacement file to be loaded to the web server. Changes of longer duration, video changes, programming changes, additions or removal of content segments do not fall under this provision. Change requests of this type should be documented by college staff and delivered to Cynosure for a prompt return of an estimate to make the requested changes.

COST

Cynosure will develop the project described in this proposal for the firm fixed price of \$99,351.00 (\$33,117.00 per campus), reflecting a discount of 17% off the total cost to reflect overlap of content and a multi-campus project bundle (see cost details next page).

Not included in this proposal is content translation, which if desired, would be proposed in a separate price quote.

We request that invoicing and development milestones be measured on a per campus basis and that payment be made in 4 equal installments per campus based on following milestones schedule:

Milestone 1: Delivery of the draft project design document

Milestone 2: Delivery of the draft project script/storyboard document

Milestone 3: Completion of 3-days of on-campus video production

Milestone 4: Final delivery and approval of the orientation program



COST DETAILS

Phase	Description	Rate	Per	Unit	Cost
Design	Storyboard Development	\$ 4,500.00	project	1	\$ 4,500.00
	Interface Design	\$ 1,500.00	project	1	\$ 1,500.00
DESIGN SUBTOTAL					\$ 6,000.00
Video	Pre-Production	\$ 100.00	hour	48	\$ 4,800.00
	Video Production	\$ 3,500.00	day	0	\$ -
	Video Production Crew Travel	\$ 1,750.00	day	0	\$ -
	Per Diem (3 overnight stay x 4 crew)	\$ 150.00	person day	0	\$ -
	Video Editing	\$ 125.00	hour	40	\$ 5,000.00
	Transcription	\$ 50.00	hour	16	\$ 800.00
	Consumables	\$ 500.00	project	0	\$ -
VIDEO PRODUCTION SUBTOTAL					\$ 10,600.00
Graphics	Graphic Production	\$ 110.00	screen	80	\$ 8,800.00
GRAPHICS SUBTOTAL					\$ 8,800.00
Programming	Web Apps Developer	\$ 125.00	hour	80	\$ 10,000.00
	ADA Compliance	\$ 75.00	hour	60	\$ 4,500.00
PROGRAMMING SUBTOTAL					\$ 14,500.00
TYPICAL PROJECT TOTAL					\$ 39,900.00
x 3 CAMPUSES					\$ 119,700.00
MULTI-CAMPUS DISCOUNT					17%
DISCOUNTED TOTAL					\$ 99,351.00



TERMS

Change in Project Scope.

Should the project scope change substantially, Cynosure reserves the right to revise the specifications and prices to reflect the changes in the project deliverables. Any such changes shall be evidenced by a signed Change Order, which will adjust the Contract Value of this project.

Non-Disclosure.

Cynosure shall not disclose information identified as confidential by the Client to any unauthorized person or company, provided such information is not already known to Cynosure or in the public domain.

Sales Taxes.

Client agrees to be responsible for any and all sales and uses taxes applicable to this project, unless Client provides Cynosure with a resale certificate. Should Cynosure invoice Client without applicable sales tax and it later be determined (through sales tax audit or otherwise) that sales tax was due, Client agrees to accept liability for all such taxes, and should Cynosure make such payments to the taxing authorities, Client will reimburse Cynosure for those payments within 10 days of receipt of an invoice from Cynosure for such taxes (including copies of appropriate documentation supporting such invoice).