



270 1/2 Prospect Ave., Long Beach, CA 90803 - 805-451-3425 - nohel@grindmetrics.com

**UPDATED STATEMENT OF WORK AND COST**

3.9.16

COLLEGE OF ALAMEDA  
555 Ralph Appezato Memorial Parkway  
Alameda, California 94501

**Project:** An addition to the original project of modernizing and redesigning the look and feel of College of Alameda's (COA) website with a responsive theme for mobile devices has been made to include updating content, images, and a training for key employees.

**Deliverables:**

CONTENT( 45 hrs)

Assist in the updating of new website content being created by programs, departments, and various groups. Approximately, 50 academic departments, 20 service departments, and 10 student clubs have been estimated of needing assistance.

PHOTOS (5 hrs)

Assist in loading in new photos for the Faculty-Staff Directory provided by COA.

EVENT LISTING (5 hrs)

Assist with the initial loading of events/content for this section.

TRAINING (12 hrs)

Provide a training (1 - 2 hours) at COA with identified key employees. Also, provide a documentation guide for staff to use and follow for content updating of website and use of various website sections.

Any additional work after this transition can be arranged on an hourly basis (\$150/hour).

Original Website Redesign Total = \$22,000

**Updates to Scope of Work = \$10,050** (67 hours - travel for training included)

New Total Cost = \$32,050

**Less Invoice 1 = \$11,000**

**Remaining Balance = \$21,050**

\*All design templates have been approved (Invoice 1).

Transfer of website from development server to COA server (Invoice 2).

Update new content and training (Final Invoice).

For any questions, please do not hesitate to contact Nohel Corral, Owner, at nohel@grindmetrics.com or via cell at 805-451-3425.

Thanks,

Nohel C. Corral  
Grind Metrics  
270 1/2 Prospect Avenue  
Long Beach, CA 90803

RECEIVED

PERALTA COMMUNITY COLLEGE DISTRICT

OCT 22 2015

INDEPENDENT CONTRACTOR/CONSULTANT SERVICES CONTRACT

Office of the Chancellor  
Peralta Community Colleges

The contract for personal services is entered into by Nohel Corral, Grnd Metrics

Name of Contractor - Business

270 1/2 Prospect Avenue, Long Beach, CA 90803

Address

City

State

Zip

called the INDEPENDENT CONTRACTOR, and the Peralta Community College District, 333 East Eighth Street, Oakland, CA 94606, hereinafter called the DISTRICT, for the performance of the services hereinafter described. The INDEPENDENT CONTRACTOR agrees to perform the following services for the DISTRICT under the stated conditions within the limits set forth:

Website redesign.

The INDEPENDENT CONTRACTOR has presented proof of official business status:

Business License Number: 45-4779637

OCT 23 2015

Tax ID Number: \_\_\_\_\_

The work of the INDEPENDENT CONTRACTOR shall be approved by: Dr. William Watson, VPSS  
Unit Manager/Title

Work shall be completed on or before December 1, 2015

COMPENSATION: Compensation shall be \$ 22,000  
completion of the work and authorization by the unit manager.

\$150 x 146.67 = \$22K  
payable within 10 days following  
The contractor will be paid out of

ACCOUNTING CODES							
FUND	COST CENT.	OBJECT	PR	ACTIVITY	SUF	SPPJ	LN

02 201 5105 1 660800 0000 00  
Budget

MARY Beth Benvenuti  
Funds Verified by Business Officer

The foregoing provisions along with conditions set forth on the reverse of this document are understood and agreed to by the INDEPENDENT CONTRACTOR.

NOHEL CORRAL

Contractor's Printed Name

SEE ATTACHED

Contractor's Signature

Date

000731951  
Vendor Number

*MH  
MTX  
10-21-15*

main in "AVEN" on mainframe program or route  
District Business Services with W-9 and Vendor  
(on Form.)

APPROVAL ROUTING:

Dr. Jo Ann Blake, College President  
College President/Vice Chancellor Date

[Signature]  
Vice Chancellor, Financial Services Date 10/21/15

APPROVED:

[Signature]

Chancellor

Approval Date 10-22-15

Orig. Statement  
of Work

## STATEMENT OF WORK

10.01.15

COLLEGE OF ALAMEDA  
555 Ralph Appezato Memorial Parkway  
Alameda, California 94501

**Projected Start/End Date:** October 1, 2015 - December 1, 2015 (approximately two months)

**Project:** Modernize and redesign look and feel of College of Alameda (COA) website with a responsive theme for mobile devices.

**Site:** <http://alameda.peralta.edu/>

A new Wordpress design and theme will be created to incorporate existing sub-sites. Sub-sites have users that can update their own sub-site content. Websites that were sited by COA to model after include:

1. MiraCosta College - <https://www.miracosta.edu/>
  - a. Clean look
  - b. Responsive for mobile devices - icons and categories for apps on mobile
2. Mt. Hood Community College - <http://www.mhcc.edu/>
  - a. Clean look
  - b. Organized logically and responsive to mobile devices
3. Rio Salado College - <http://www.riosalado.edu/Pages/default.aspx>
  - a. Clean look
  - b. Readable and engaging

Will incorporate official **COA EPS logo** (<http://web.peralta.edu/publicinfo/2013/11/12/jpgep-logos-district-colleges-peralta-colleges-foundation/>) & **COA photos** located - <http://seanjonesphotography.com/>

### Deliverables:

#### *Front End*

1. Wireframe of home page to include placement of navigation, logo, header, content, footer
2. Wordpress multi-site theme that features an intuitive home page with COA images, a clear navigation, and mobile friendly
3. Create a user guide for the 82 individual users responsible for their portion of the website
4. Update website photos, logo and icons - COA to provide photos desired with appropriate rights
5. Color scheme will be based off logo

#### *Back End*

1. Increase speed time of site loading by caching, minify CSS, and enable gzip compression.
2. Add a backlink to 404 error pages

3. Add a printing style sheet
4. Add a sitemap (XML)
5. Make site mobile friendly (responsive)
6. Install Google Analytics to monitor site usage
7. Use Google Webmaster toolbox to submit sitemap for crawling
8. Add social network links (facebook, twitter, google+)
9. Validate page against W3C to resolve errors
10. Add meta tag information for search engines
11. Ensure 508 ADA Accessibility
  - a. By Federal Law all public funded institutions must have 508 accessible sites, will use 508 checker to ensure site is accessible - <http://www.508checker.com/>
12. Will continue to use the Wordpress Content Management System (CMS)
  - a. Multisite installation where each department/service has their own wordpress (296 subsites currently established) sub-site
13. Install current network installed plugins
  - a. BackWPup
  - b. Breadcrumb NavXT
  - c. Better WordPress Google XML Sitemaps
  - d. Broken Link Checker
  - e. Expire User Passwords
  - f. Memory Viewer
  - g. Shiba Media Library
  - h. TinyMCE Advanced
  - i. Ultimate Maintenance Mode
  - j. WordPress phpinfo()
14. Install current individual site plugins
  - a. Email Address Encoder
  - b. Events Manager
  - c. Google Custom Search
  - d. Gravity Forms
  - e. JJ NextGen JQuery Slider
  - f. NextGEN Gallery by Photocrati
  - g. People Department - custom plugin by lexodus
  - h. Simple 301 Redirects
  - i. Viper's Video Quicktags
  - j. WP Category Post List Widget
  - k. WP No Category Base - WPML compatible
15. Main Site Content to include:
  - a. Posts - Announcements
  - b. Forms - Contact Webmaster Form - mostly cross linking requests
  - c. Pages - Only 21
  - d. Events - Created using events plugin
  - e. People and Departments - A tool created as an index for all departments and employees

### Testing Environment

Website will be worked on off site on a testing server. Once final, website will be moved to the COA server and server information will be needed.

Timeline is based on COA responsiveness to drafts, direction, and questions. Once final approval on testing environment is approved, the Wordpress theme will be uploaded to COA as a complete package. Any additional work after this transition can be arranged on an hourly basis (\$150/hour).

**Website Redesign Total = \$22,000**

For any questions, please do not hesitate to contact Nohel Corral, Owner, at [nohel@grindmetrics.com](mailto:nohel@grindmetrics.com) or via cell at 805-451-3425.

Thanks,



Nohel C. Corral  
Grind Metrics  
270 ½ Prospect Avenue  
Long Beach, CA 90803  
Email: [nohel@grindmetrics.com](mailto:nohel@grindmetrics.com)  
Cell Phone: 805-451-3425

Learn how to rank your site with this **Secret SEO technique!** (<http://www.grindmetrics.com/seo-link-building/>)

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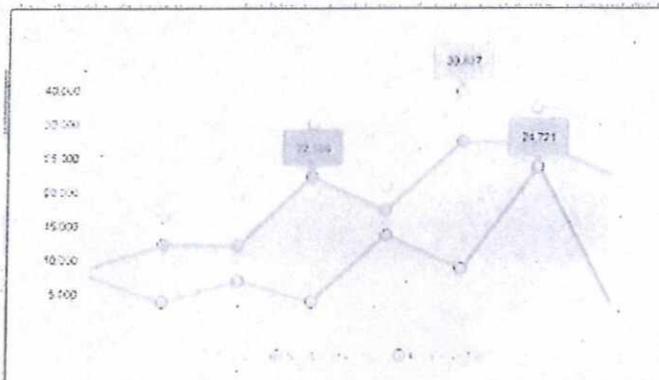
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## RANKING SITES W/ POWERFUL SEO

Whether you're looking for a press release, upward trajectory in the search results, or, to mitigate the effects of Panda on your website, our strategic SEO provides opportunities that none of your competition has exposure to. From relevant and strategic link acquisition to user engagement, our SEO is unique, authoritative, and will separate your site from the pack!



### WELCOME to GRINDMETRICS

Grind Metrics is an innovative and advanced digital marketing firm that infuses techniques from the areas of Search Engine Optimization (SEO), Social Media, Pay-per-Click (PPC), and Conversion Rate Optimization (CRO) to increase website rankings, traffic, and profits. Our trusted team of valued industry leaders are dedicated to the success of our clients.

Digital marketing is what we do. Being an online change agent is who we are! We change the way your business is seen and valued online. We create customized websites that are memorable and functional. We rank websites to the above the competition with the innovative and creative thinking that drives our company.

The success to any business is communication. Communications is everything and the relationships we build with clients and partners ensure the end result is precise, advantages, and exceeds expectations.

### SERVING the WORLD!



#### SEO

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Our Search Engine Optimization strategies are cutting edge and ensure client websites are visible in search results. With the updates that many search engines have been making, it's important to choose the right SEO team that provides you with quality over quantity.

[Learn More](#)

(<http://www.grindmetrics.com/services/seo/>)



#### WEB DESIGN

([HTTP://WWW.GRINDMETRIC DESIGN\)](http://www.grindmetrics.com/services/web-design/)

A clean, engaging, and custom web design means visitors will go to your website, stay there longer, see more pages, have a great user experience, and will either return or become a loyal client. Don't wait any longer; give your visitors the experience they deserve. Visit our portfolio today!

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Email Address\*

Phone Number\*

Message\*



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**Purchase Order Inquiry**

**Purchase Order**

**Unit:** PCCD1  
**PO ID:** 3000089329

**PO Status:** Dispatched  
**Budget Status:** Valid

▼ **Header**

**PO Date:** 10/12/2015  
**Vendor:** NOHEL-001  
**Vendor ID:** 0000731951  
**Buyer:** Nzomo, Seraphine

**Backorder Status:** None  
**Receipt:** Not Recvd  
 **Hold From Further**

**PO Reference:**

[Header Details](#)    [All RTV](#)    [Matching](#)  
[Header Comments...](#)    [Document Status](#)  
[Change Order](#)

**Amount Summary**  
**Merchandise:** 22,000.00  
**Freight/Tax/Misc.:** 0.00  
**Total:** 22,000.00 US  
 Select Lines To Display

Lines							Customize   Find   View All
<u>Line</u>	<u>Item</u>	<u>Item Description</u>	<u>Category</u>	<u>PO Qty</u>	<u>UOM</u>	<u>Amount</u>	
1		CoA Website redesign - Grind M	5105	1.0000	EA	22,000.00 US	

[Return to Search](#)    [Notify](#)

## Payment Inquiry

### Search Criteria

Search Name:

Vendor Name:  From  To

\*Amount Rule:

Amount:

Currency:

Bank SetID:

Bank Code:

Bank Account:

Bank Account #:

Reference:

Payment Date:

Payment Method:

Pay Cycle:

Seq Num:

Payment Status:

Remit SetID:

Remit Vendor:

Settle By:

Settlement Status:

Single Payment Vouchers

Max Rows:

Show Chart \*Chart Type:

### Sorting Criteria

1st sort:   Descending 2nd sort:   Descending

### Payment Inquiry Result

Customize | Find | View All | First

Source	Payment Reference ID	Payment Method	Amount	Currency	Creation Date	Payment Date	Payment Status	Reconciliation Status
VCHR	<a href="#">55312787</a>	Check	11,000.00	USD	03/03/2016	03/03/2016	Paid	Unrecon