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FIND A QUALIFIED LANDSCAPE ARCHITECT
For your next commercial or residential project.

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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 chapter's visibility
Helps your Members

• Find information easily
• Host pages for committees or events
• Get involved
• Incentive for membership

1. How can it help your chapter
Helps the Public

- Find out about our profession
- Find a local landscape architect
- Hear about events and LAM

1. How can it help your chapter
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.
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

2. Steps required to build a website
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.
Steps required to build a website

1. Identify the purpose and goals of the website.
2. Gather content from existing sources.
3. Choose a website builder or content management system.
4. Plan the layout and design of the website.
5. Build the website using templates or custom code.
6. Test the website on different devices.
7. Launch the website and promote it.
8. Monitor and maintain the website regularly.

Items that we want to add to the ASALSD website:

- Interactive pull-down menus and minimizes/icons
- 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 as Facebook, LinkedIn, Twitter, Google+, YouTube, Elitists, 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 DRT, Land&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 ASALSD website:

- Professional
- Timless
- Modern
- Flexible
- Concise
- User-friendly
- Regional (unique to San Diego)
2. Steps required to build a website

V. Audience

ASALSD has a unique user group that is comprised of active and aspiring professionals, students, vendors, clients, stakeholders, and other design and construction professionals. The majority of users are expected to have minimal 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:

- Announcement RFP – February 7th
- Pre-Proposal Questions Due – March 7th sent to ASALSD@saglobal.net
- Proposals Due – March 28th
- Selections Approved – TBA
- Design Work
  - Meetings with Website Committee – TBA
  - Board Meeting 1 (50% Complete) – July 17th
  - Board Meeting 2 (90% Complete) – September 18th
  - Testing (Launch Test Site) – October 1st – October 31st
- Launch Website – November
- Handover Meeting with Maintenance Training – TBA

Schedule

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 Shots)
- 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 VII. 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 asalsd@saglobal.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

ASALSD 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 ASALSD to award a contract, or to pay any fees incurred in the preparation of a response to this request. ASALSD 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.

Request for Web Developer RFP by ASALSD
Select your Development Team

2. Steps required to build a website
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
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

• Website maintenance is necessary

• Consider having a committee or board member who oversees this

• Take on tasks if possible
Thank you!

Questions / Discussion