

Website Proposal



Providing opportunity through education

Digital Technology & Culture Web Design Team

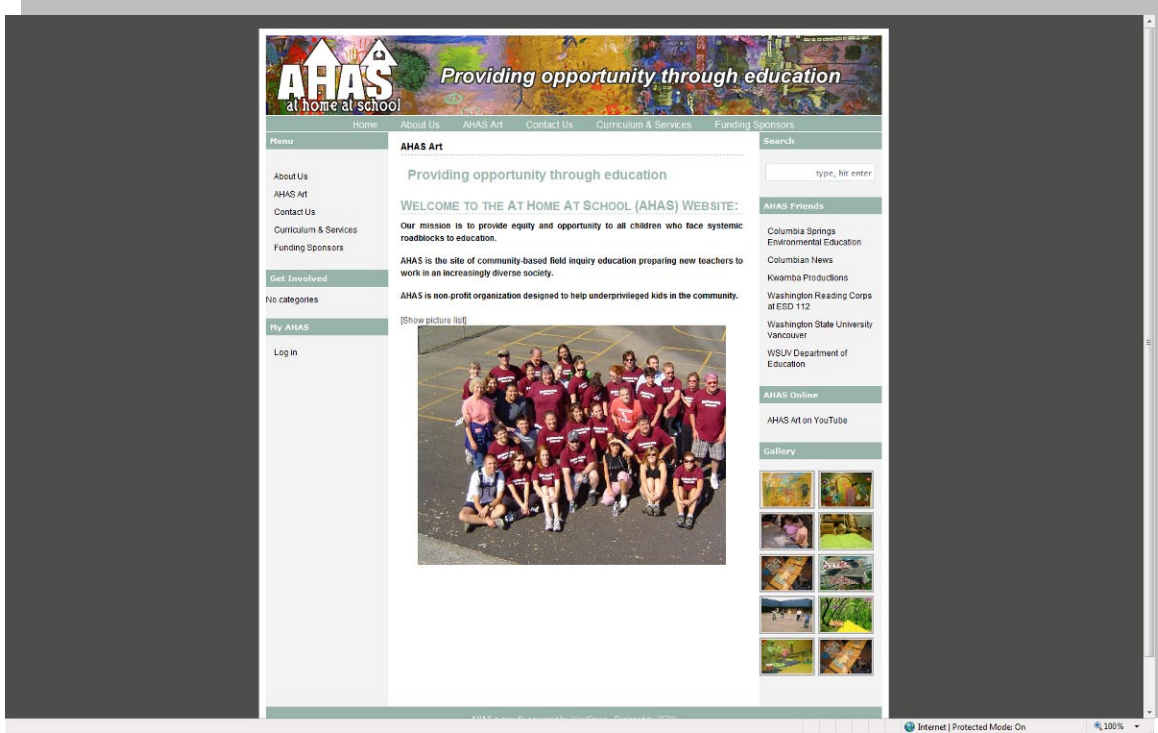
Submitted
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Kara Gribskov

Kelsey Payne

Andrew Uhacz

Teresa Willard



Introduction

At Home At School (AHAS) addresses the issues of homeless students feeling “invisible,” “unwanted,” and “untouchable” in school and in society. Their mission is to provide opportunities for children, enabling a feeling of inclusion, equality and safety at home and at school. The AHAS program provides educational and artistic support to children who are either homeless, in foster care or otherwise in need to be visible in our society.

Dr. Susan Finley, director of At Home At School has asked us to create a website for this inventive program so that she has an online resource for referral agencies and interested parents. Additionally, Dr. Finley asked that this website be easily updated with new information and material and that it produce a user-friendly digital environment for those visiting the site. These goals are intended to strengthen this very special program for equity in education and will be carried out by Washington State University’s Digital Technology and Culture (DTC) Program senior students.

The AHAS Website Team includes four senior DTC students who are varied in background and abilities.

- Kara Gribskov- *Project Manager*: website publication and design, graphic design, final content editing
- Andrew Uhacz- *Webmaster*: website concept, design, publication, and implementation
- Kelsey Payne- *Content Analyst*: research, content management, initial editing
- Teresa Willard- *Website Analyst*: website navigation and appearance, content management, research

Scope of the Project:

The following plan includes:

- ✓ Methodology of AHAS website contents and utility
 - a. Using the Website as a tool
 - b. Simple Navigation for Viewers
 - c. Management Made Simple
- ✓ Value Statement
- ✓ Project Needs
- ✓ Cost and Benefit

Methodology

AHAS is a unique, community-based program that offers educational support to under-privileged children and provides experience in the field for future teachers working in a diverse society. The AHAS program has a solid structure including

students, volunteers, funding sponsors, events, curriculums, and more. However, to make a powerful impact and to ultimately serve the community, the AHAS program needs a website.

Our Digital Technology & Culture web design team plans to create the AHAS website based on the following methodology:

The AHAS Website as a Tool

The AHAS website will serve as a voice to the public, informing people about the importance of AHAS's purpose. Parents, current students, future students, social agencies and organizations would benefit immensely from the AHAS website because the AHAS program would prove a wonderful resource.

Simple Navigation for Viewers

The design of the AHAS website will be simple, clean, and informative, complete with aesthetic appeal. Viewers will be able to navigate fluidly throughout the website content. The following is a sample layout of the AHAS website:

The **Menu** section of the website includes navigational links to AHAS Art, About Us, Contact Information, Curriculum/Services, and Funding Sponsors. From each page, there will be links in the following sections: Menu, Gallery, Our Friends, AHAS Online, Get Involved, and My AHAS.

~*AHAS Art*: serves as the homepage, lists the mission statement in full, provides a slideshow of AHAS images, and shows the "Searching For AHAS 2006" video.

~*About Us*: includes a more extensive background on the AHAS program and allows the viewer a more personal glance at what AHAS is all about.

~ *Contact Information*: lists the name and email of the program director as well as the Washington State University Vancouver address.

~ *Curriculum/Services*: informs the viewer on the various activities AHAS offers including the AHAS Summer Program, the AHAS Tutoring Shelters, AHAS Outdoors, and AHAS Art Saturdays. This section will be available for further updates of future AHAS events.

~*Funding Sponsors*: offers recognition to the fine companies who have donated funds to the AHAS cause.

Gallery: display of all AHAS photos, which are also rotated on the front-page of the website as a slideshow.

Our Friends: section will serve as a reserved section for links to similar programs/websites including Kwamba.

AHAS Online: section provides links to the AHAS YouTube channel where viewers can get an even more intimate look at the program by viewing AHAS videos.

Get Involved: section offers room for future AHAS updates including events, news, and research.

My AHAS: section provides an easy way for the administrator to log in directly from the website.

Management Made Simple

WordPress, a self-hosted blog program, is an excellent publishing forum with specialties in web design, usability, and aesthetics and will be used for creating the AHAS website. This stellar program is free and completely user friendly as it was created by the community, for the community.

The **AHAS website** will need future management in order to update events, newsletters, and projects. Anyone with time and minimal computer experience should be able to successfully maintain and update the website.

Value Statement:

This project involves the production of a website for Dr. Susan Finley and the At Home At School (AHAS) organization. This website will enable the AHAS organization to further the education of underprivileged children by making its information more accessible to referral agencies, parents, and social agencies. The AHAS website will include necessary information, such as resources, services, and curriculum. Students of the Digital Technology and Culture program at Washington State University Vancouver will produce and provide the AHAS website at no cost.

Project Needs

In order to run this Wordpress based website, AHAS will need to designate an administrator. The administrator's main task will be updating the content of the website and possibly changing the structure or layout of materials. If needed the images, color scheme, and structure are easily updated through the design section of the Wordpress administrator area. Our DTC Web Design Team has

put together what we believe to be an attractive and user friendly layout. If further changes are needed, someone with knowledge of image design, CSS, PHP, and HTML would be required. Wordpress is one of the largest open source blogging collaborations on the Internet. There are many resources to answer any questions that might arise, along with a built in Wordpress help area. As a suggestion, there are multiple videos on You Tube that demonstrate how to use Wordpress, and there are multiple books such as *Wordpress for Dummies* that easily spell out the steps needed to maintain the website.

To access the design area, an administrator simply logs into the website: (example: <http://www.athomeatschool.com/wp-admin>). At this page the administrator user name and password must be entered. Once the administrator is logged in they will see the backend of the website. From this area a user that is registered as an administrator can add, remove, or manipulate any of the content on the website.

We would like an opportunity to sit down with the AHAS administrator to go over how to add information to the website. Although this website will be created using a blog, it resembles a normal website. Traditional blogs can be quite time consuming to navigate, so we have been working to make the site useable for all intended audiences. Also during this session we will explain how to upload photos, videos, how to edit, and various other tasks that will help make the site run more smoothly. The great thing about all this is that you don't have to be a programmer. If you can check your email, and use a variety of computer applications, then the simplicity of Wordpress should be very easy to adapt to.

Cost and Benefits

There are two options that will allow the AHAS website to exist online. Currently the website is being tested on a domain name and hosted through a Web company called Godaddy.

There are many host / domain registration companies to choose from, but we recommend going with Godaddy.

Their cost of host / domain registration are as follows:

Domain Name Registration is \$9.99 / year for .com's.
Web Hosting is \$4.29 / month for Economy.

If chosen, the Godaddy method of registering a domain name and setting up an Economy hosting account would be \$61.47.

The benefit to having this setup would be to have a specific domain name for AHAS. So, when people search for a domain name in search engines or in the address bar, they are directed to the athomeatschool.com website directly.

The other option is to have this Wordpress based site setup on the Washington State University Vancouver servers. This would allow users to find the site by searching for the appropriate extension. (example: wsu.edu/ahas) This option would also make it easier for people to find information about AHAS via Google search, as pages from WSUV are automatically indexed into Google.

A second part to option two would be to buy a domain name and then redirect to the WSUV extension, allowing users two ways to access the same site. This is likely the best option, assuming that we can get access to the University servers.

Conclusion

Because of the AHAS website, interested parties will be able to find virtually everything they need to know about the At Home At School organization.

The Wordpress format will allow the administrator to easily update and manage content. We think of this website as a great resource enabling the AHAS community to stay connected; a place where news, current events, and research can be viewed. As information is constantly changing, a website is imperative to the success of organizations such as AHAS. We hope to provide a final product that will not only satisfy all the needs of the AHAS organization, but also allow the opportunity for growth.