Liberty PRSSA Website Proposal

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SNAPSHOT

Liberty Public Relations Student Society of America (PRSSA) is a student-run organization at the Liberty University School of Communication and the Arts and Chapter of Public Relations Student Society of America (PRSSA) National. Liberty PRSSA has operated a website for some years on Wix.com. With advancing technology and the rise of social media, Liberty PRSSA needs to redesign their website to align with the goals of the business and the target audience.

Liberty PRSSA needs a website that functions as a powerful marketing and communications tool to attract new clients, position itself as a thought leader in the industry and provide credibility to potential joint venture partners.

Liberty PRSSA has approached Katelyn White to design and develop a new website.

BUSINESS NEEDS

Specifically, the new website needs to fulfill the following organizational needs:

1. Promote important Chapter news and updates
2. Provide membership and dues information
3. Custom domain for easy navigation
4. Secure hosting for email collection

Also required is a content management system that will allow Liberty PRSSA to easily manage content on the site and reduce administration costs.

TARGET AUDIENCE NEEDS

The target audience for the Liberty PRSSA website is defined as 18- to 24-year-old undergraduate and graduate students at Liberty University who are in communications, marketing, digital media, journalism, and other related majors. The new website needs to assist the target audience do the following:

1. Learn about the club opportunities and benefits
2. Sign up for email newsletters
3. Find a schedule of events for the semester
4. Navigate to the National page to pay dues

SOLUTION

We recommend the development of a completely new website, built from the ground up, with a custom design to convey the value that Liberty PRSSA provides to its members.

The new website will be designed to:

- Communicate PRSSA's story and mission
- Integrate with MailChimp to collect emails and pull newsletter content
- Post a calendar and recaps of semester events
- Allow members to join our Chapter and provide info on PRSSA National dues

Additionally, the following "behind the scenes" features will be built into the website:

- Regular pings to Google, Yahoo and Bing
- Google analytics performance reporting
- High-speed page loading
- Anti-spam features on contact forms
- Image optimization and media file organization
- Video tutorials and a user manual for the CMS

SOLUTION

Competition

California Baptist University PRSSA is another Christian school Chapter of PRSSA to compare. Liberty PRSSA will be similar in our mission and integration of faith. Liberty PRSSA will be different in web hosting as they use WordPress.com.
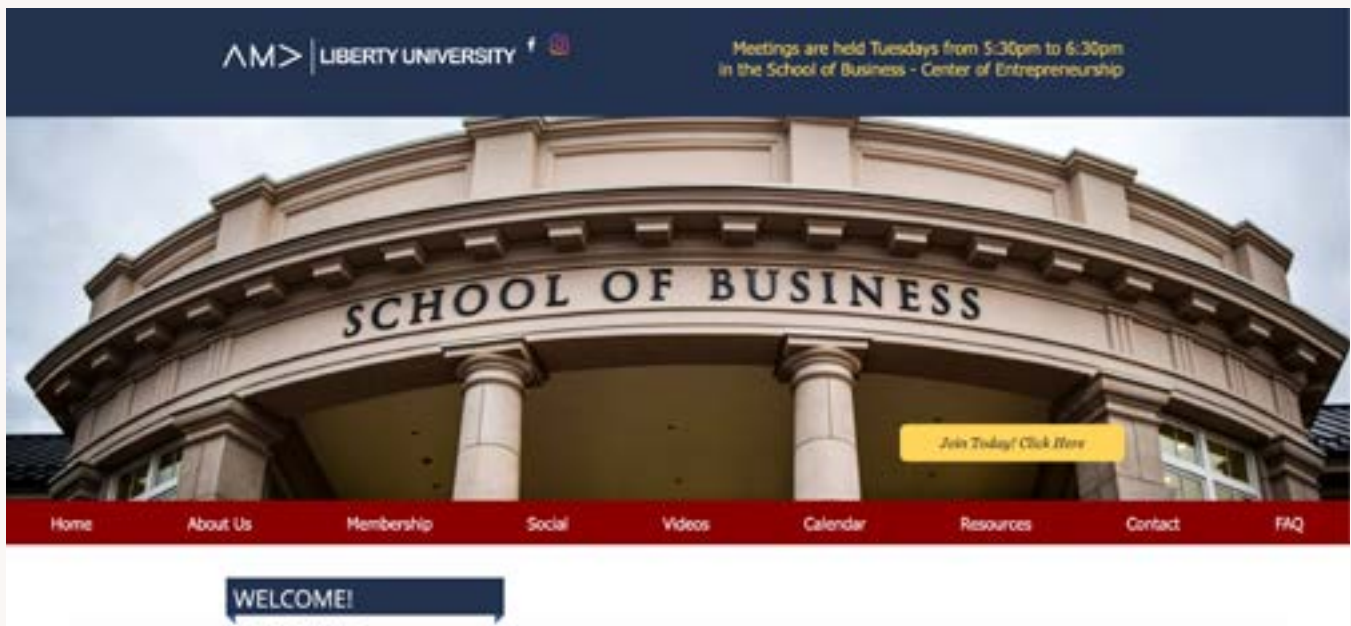
SOLUTION

Competition

Boston University PRSSA is one of the most developed websites of other PRSSA Chapters. Liberty PRSSA will be similar in page navigation and menu items. Liberty PRSSA will be different again in web hosting as they use Wix.

SOLUTION

Competition

Liberty University American Marketing Association is
a key club competitor at Liberty for business majors
Liberty PRSSA will be similar in theme and colors, as
well as page navigation. Liberty PRSSA will be differ-
ent in web hosting and in use of searchable text.

SOLUTION

Mood Board

Photo by Vasily Koloda on Unsplash.

Raleway
Franklin Gothic URW

| #D1123E | #002E62 | #BAC1CA | #FFFFFF | #02072B |

PROJECT TIMELINE

We offer the following timeline for the website:

Discovery   4 Weeks

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

Design   3 Weeks

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

Development   2 Weeks

Development of working website on the WordPress content management system.

Testing   1 Week

Final testing and debugging on development server before launching.

INVESTMENT

Project Essentials $200

The following elements are considered essential to the project:

- GoDaddy Managed WordPress Hosting
- GoDaddy Custom Domain (included in hosting)
- SSL Certificate (included in hosting)
- Theme.co X theme
- Mailchimp for WordPress plugin
- Smash Balloon Social Photo Feed plugin
- The Events Calendar plugin
- Filebird Lite plugin
- EWWW Image Optimizer plugin

Project Options $250

The following options are recommended to enhance the performance of the website and help Liberty PRSSA achieve the strategic objectives outlined in this proposal:

- Theme.Co Pro theme
- Premium options for above plugins

Project Total $450

The above pricing is effective for 30 days.

FREQUENTLY ASKED QUESTIONS

Do you allow multiple revisions on my site?

Yes, we will allow up until two redesigns before renegotiation is necessary.

What happens if we need a different host or domain?

Any concerns about the hosting choice should be expressed before purchase. If unhappy after that, there will be a chance to transfer hosting after the year-long agreement with GoDaddy.

How do you know what plugins are best for my site?

After determining the key business and target audience needs, the plugins chosen were listed in the Investment section. However, plugins can easily be installed, so other options could be explored after development has begun.

What happens after you launch my site?

We will celebrate with you! And be available for immediate assistance in maintenance and training your team to carry on content managemet.

NEXT STEPS

To proceed with this project, Liberty PRSSA is required take the following steps:

1. Accept the proposal as is by clicking on the "Accept" or "Approve" button, or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
2. Submit initial payment of 50% of total project fee.

Once these steps have been completed, we will begin the project with an introduction of all relevant people and begin the discovery process.

TERMS & CONDITIONS

To be provided.

PROJECT COMPLETION CHECKLIST

☐ Contract agreement signed

☐ Hosting and domain purchased

☐ Discovery completed

☐ Theme activated

☐ Design completed

☐ Additional plugins activated

☐ Development completed

☐ Testing completed

☐ Final website launch

Signed for Liberty PRSSA   **Date**

_____   _____

Signed for Katelyn White   **Date**

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Thank You!