

# JCBE Technology Working Group

## Website Redesign Presentation | March 2, 2015

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### Jefferson County Public Schools Website Redesign

At a November 24, 2014, work session, members of the JCBE urged the Communications Department website redesign team to deliver a game-changing website with a captivating design and state-of-the-art content management system (CMS). The JCPS website team:

1. Continued review of K-12 large urban district websites beyond JCPS benchmark districts.
  - With few exceptions, most were found to have predictable functionality and unremarkable design.
2. Continued review of websites outside K-12 sector.
  - Noted college and university sector trend toward more innovative design and information delivery.
3. Consulted and met with the Louisville Metro Government website redesign team.
  - Chose and highly recommended Fig Leaf Software of Washington, DC.
  - Other clients include the White House, University of Wisconsin (Eau Claire and Parkside), University of Maryland (University College).
  - New Louisville Metro Government website utilizes Drupal CMS
4. Met with Fig Leaf and rejected first proposal over cost.
  - \$276K + \$40K (cost of Google Search Appliance) = \$316K
5. Met again with Fig Leaf and clarified JCPS in-house capabilities.
  - Negotiated second proposal of:  
\$207K + \$40K (cost of Google Search Appliance) = **\$247K** (includes first-year support). Support for FY 2016-17 will be **\$17,500** and **\$18,375** for FY 2017-18.



### Fig Leaf Software/JCPS Partnership

PROS	CONS
GSA contractor, disabled veteran-owned	
20+ years' experience with satisfied, high-profile clients to deliver JCPS a best-in-class user experience	
Credibility of Louisville Metro Government recommendation	
Limited K-12 website experience, offering new thinking/new approach to design and functionality	
Drupal CMS firm—Platform enables websites to evolve short- and long-term with updates and new features to be added/implemented quickly.	Drupal training needed for JCPS team
Opportunity to build highly productive cross-consulting relationship with Louisville Metro Government IT professionals	
Opportunity for additional, cost-saving, joint-purchasing initiatives with Louisville Metro Government	
JCPS to host website, reducing cost	
Competitive estimate for services in scope of work	Out-of-pocket cost

### **Fig Leaf Software Sample Websites**

- [louisvilleky.gov](http://louisvilleky.gov)—Louisville Metro Government
- [whitehouse.gov](http://whitehouse.gov)—The White House
- [uwec.edu](http://uwec.edu)—University of Wisconsin Eau Claire
- [uwp.edu](http://uwp.edu)—University of Wisconsin Parkside
  
- [campbellsoupcompany.com](http://campbellsoupcompany.com)—Campbell's Soup
- [sei.cmu.edu](http://sei.cmu.edu)—Carnegie Mellon University Software Engineering Institute
- [discovery.com](http://discovery.com)—Discovery Channel
- [dcps.dc.gov/portal/site/DCPS/](http://dcps.dc.gov/portal/site/DCPS/)—District of Columbia Public Schools
- [gmu.edu](http://gmu.edu)—George Mason University
- [ncea.org](http://ncea.org)—National Catholic Educational Association
- [nea.org](http://nea.org)—National Education Association
- [nps.gov/index.htm](http://nps.gov/index.htm)—National Park Service
- [ndm.edu](http://ndm.edu)—Notre Dame of Maryland University
- [ucdc.edu](http://ucdc.edu)—University of California Washington Center
- [umuc.edu](http://umuc.edu)—University of Maryland University College
- [unitedway.org](http://unitedway.org)—United Way of America
- [uwstout.edu](http://uwstout.edu)—University of Wisconsin Stout
- [doi.gov/index.cfm](http://doi.gov/index.cfm)—U.S. Department of the Interior
- [judiciary.senate.gov](http://judiciary.senate.gov)—U.S. Senate Committee on the Judiciary