



W3C

WEBSITE REDESIGN PROPOSAL

December 12, 2019

AMS | THE PROVEN SOLUTION

Association Management Solutions (AMS) is a full-service association management provider with more than twenty years of experience managing international and regional organizations. Established in 1997, AMS is a 100% women owned, boutique firm based in the heart of Silicon Valley.

AMS knows how to deliver results-driven programs, effectively and affordably. We take each project as a creative challenge, regardless of budget. Our mission is to help our clients achieve their strategic goals and objectives through the development and execution of results-oriented, flawlessly executed programs.

We look forward to creating this relationship with W3C and its community.

CERTIFIED INDUSTRY LEADER

AMS is an Accredited Association Management Company (AMC) through the AMC Institute.

AMS staff are members of the American Society of Association Executives (ASAE) & notably was one of the first 50 management firms to become ASAE AMC Certified, reflecting our dedication to professionalism, industry ethics and client service.

AMS staff are active members of CalSAE, which is the California regional chapter of ASAE.

AMS staff are members of Meeting Professionals International (MPI) and the Professional Convention Management Association (PCMA).



THE AMS ADVANTAGE | OUR PEOPLE

The AMS Advantage is our experienced and dedicated team of professional staff who provide world-class service for our clients. We offer a full range of services including consulting (strategic planning, start up support, budget and financial planning), board and committee support, membership management, financial management, meeting and event planning, marketing communications, technology solutions, and certification program support.

AMS is well known for our professional, experienced team. In client surveys and reviews, our clients share their enthusiastic appreciation of our team's dedication and commitment to our client's missions and objectives. We love our work and it shows! We...

- Build relationships and embrace the unique culture of our clients
- Customize services to fit the organization's needs
- Go the extra mile and are proactive
- Think creatively to provide improvements and efficiencies
- Make it easy for volunteers to participate and engage

In every interaction I've had with an AMS staff person — regardless of role — they've gone above and beyond to solve the issue, even when that issue was not AMS's responsibility to solve.

— **Cullen Jennings, CTO of Collaboration at Cisco**

AMS EXAMPLES WITH SIMILAR PROJECTS:

AMS has supported the IETF in its successful efforts to deploy an upgraded website with new features:

- Performed testing, deployment and debugging of the commercially-modified Wagtail system for the new IETF website. The Wagtail system had been designed by Torchbox to run in a Torchbox-hosted environment. This required hundreds of hours of work by AMS IT staff across a period of several months to modify and deploy the software on IETF servers and make the software work reliably
- Managed and executed the conversion of legacy Secretariat tools to Django, in preparation for the IETF community-led redesign of the IETF database
- Imported, converted, and published the IETF meeting audio archives, moving them from offsite hosting to the IETF central servers
- Developed a new unified IMR reporting system to allow monthly operating statistics to be gathered and reviewed

AMS's partnership with Lisa Bellew Creative has spanned both redesigning websites for long established clients seeking a wider audience or a website "refresh", to developing a web presence for new clients just launching their organization. An example of a recent client website designed done via our partnership is the Seamless Air Alliance site. www.seamlessalliance.com

AMS has supported the RFC Production Center in its successful efforts to deploy a newly-redesigned Wordpress-based public website, with a fully-customized, integrated RFC search system. AMS also provides support to the Production Center by providing:

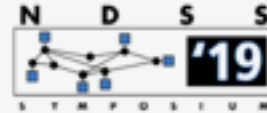
- Technical and Engineering Support
- Additional Programming Support
- Server Operations and Server Maintenance
- Resource Provisioning

AMS became the IETF Secretariat during my tenure as IETF Chair. Our IT services and infrastructure were at that time extremely fragile, and neither well-run nor well-maintained. AMS did a fantastic job managing a difficult transition from the previous contractor, and directly took responsibility for the IT transition from the former environment to AMS.

Since that time, AMS has made continual improvements to every aspect of the IETF Secretariat role. In my current role as TMC Chair, I work directly with the AMS IT Team on an ongoing basis. Our IT services today are very robust and stable thanks to the efforts of the AMS IT Team. AMS brings a wonderful attitude to the position; they have been true partners with the IETF leadership.

— **Cullen Jennings, CTO of Collaboration at Cisco**

AMS CURRENT CLIENTS:



LISA BELLEW | CREATIVE DIRECTOR

As the Creative Director, Lisa brings 24 years of experience developing comprehensive marketing campaigns and developing creative visions and themes for a diverse range of clients and projects. Skilled in both digital and print design, Lisa has worked in a range of disciplines including Web Design and Development, Brand Identity, Advertising Art Direction, Logo Design, Packaging, Social Media, Environmental Graphics and Illustration. Lisa's passion for design is driven by the challenge of looking at each new project from a fresh perspective, translating brand positioning into strategic, compelling images and messaging that resonate with the target audience.

As creative lead, Lisa is just as comfortable managing a team of designers and developers in a collaborative effort to meet a client's design objectives as she is designing and programming a comprehensive website herself from the ground up. This gives her the valuable advantage of being able to analyze a large web project from all angles of the user experience and ensuring the creative vision and execution is fulfilled at the highest standard and carried through every piece part of a design project.

Immediately after graduating from Art School, Lisa was hired as an Associate Art Director at Soto Associates, a boutique advertising in San Jose, California, where she got to develop her skills by taking on small projects for big clients. At Soto, she was able to gain experience working on direct mail campaigns, print advertising and collateral projects for Apple, Sun Microsystems and Wells Fargo. Within 10 months, Lisa was hired as a Senior Art Director for a Berkeley Advertising Agency called The Bailey Group. At the Bailey Group, Lisa created print advertising campaigns for clients in the Hospitality Industry including The Monterey Plaza, Hyatt, and The Claremont Hotel. After 4 years with The Bailey Group, Lisa left to join The Marcom Group in Walnut Creek, California. It was here, that Lisa developed her love and expertise in brand identity, brand strategy and website design and development. Often starting with the inception of a project, Lisa had her hands in building a brand's visual presence from the beginning. Starting with the naming process and including brand positioning messaging, logo development, identity packages, print and digital advertising, collateral and then creating a website that pulls it all together.

She is a graduate of The Academy of Art University with a BFA in Advertising Design. Some of her work can be seen in two books "Really Good Logos Explained" and "Shapes and Symbols", both from Rockport Publishing.

JOEY NIZUK | DEVELOPER

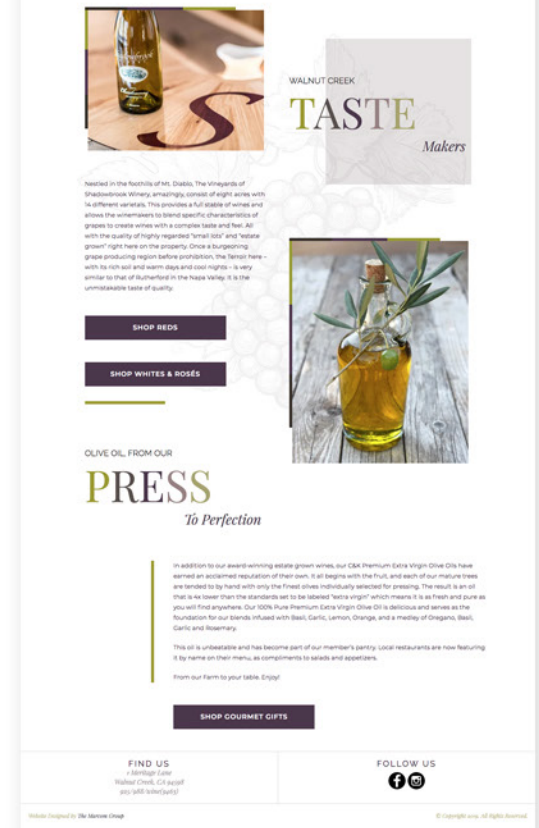
Joey Nizuk is a 30 year web developer turned digital marketing expert with 12 plus years of professional experience in the digital space. Joey specializes in building custom (lead generating) WordPress websites, full service website management, content marketing, social media management and digital advertising. In the past 8 years he has worked on various tech start ups as a lead developer, designer, marketing manager and creative director. During college Joey began freelancing, designing logos and developing simple static sites for local merchants. Joey has worked on various web projects over the last 7 years and he is proficient with HTML, CSS, JS, PHP, LAMP Environments, Git Version Control and various open sourced CMS applications. After graduating college Joey worked on an eCommerce development team directly under the company's CTO. It was here where Joey acquired best practice development skills and processes. From this experience Joey gained a foundation of the Magento eCommerce platform, GitHub version control and an introduction in project planning. While at this job Joey started Diamond Wood where he was actively seeking Magento contracts to execute in his spare time. Within a few months of successfully completing small Magento projects Joey secured his first large contract, a \$10k plus Magento build out with a separate monthly maintenance agreement (which is still active today). Securing this contract gave Joey the confidence to quit his full time job to pursue Diamond Wood. Within the first year Joey secured a few more lucrative contracts, moved into a professional office space, hired one developer and assembled & retained an off-shore development team. Within the first two years of Diamond Wood Joey refined his design & front-end skills, his project planning skills (and established a practical project process that he still uses today), and his knowledge of Magento grew as well. Joey also began developing new skills such as: server administration, project management, internet marketing, Concrete5 CMS development, Symfony PHP/Twig development, PhoneGap/Cordova development and various front end frameworks.

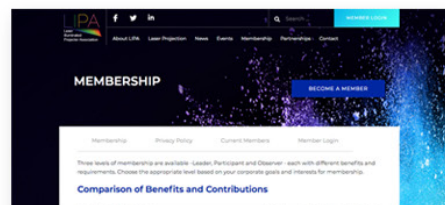
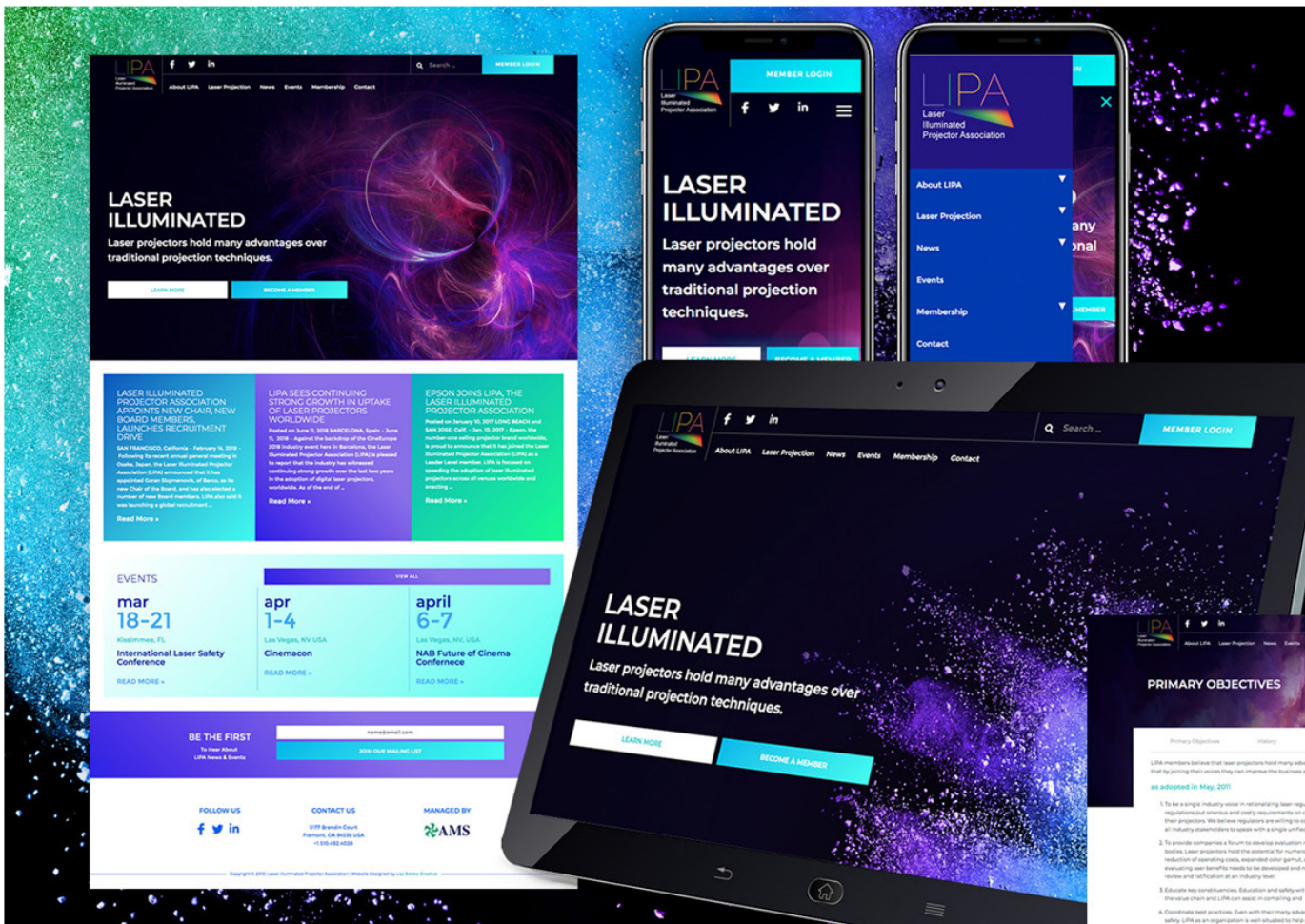
In 2013 Joey founded a new start up company in the health tech industry CareMonk, LLC. CareMonk is an online application that connects in-home caregivers with patients. Joey successfully assembled a team and developed the CareMonk app, but unfortunately due to legal complications the app has not been launched yet. Outside work Joey frequents technology meetup groups and local hackathons where he collaborates with and mentors other developers. Joey is a history buff and is currently on the Board of Directors for the Roseville Historical Society & Carnegie Museum in Roseville, CA.



Shadowbrook Winery

shadowbrookwinery.com





Comparison of Benefits and Contributions

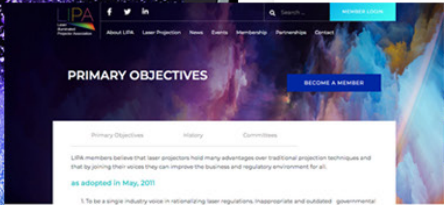
Benefit / Contribution	Leader	Participant	Observer
Direct representation on the BOD and a vote on strategic direction	X		
Invited to meet with regulators as LIPA	1st Invitation	2nd Invitation	
Shared expense for common needs - research and OEMs	X	X	X
Assemble team resources	X	X	X
Expense time & logo placements	X	X	X
Sponsoring opportunities	1st Invitation	2nd Invitation	
Chair committees - determine strategic direction	X		
Committee for Membership	X	X	
Submit Draft Papers	X	X	
Review White Papers	X	X	
Regular Industry Newsletters	X	X	X
Receive non-biased information & education for customers	X	X	X
Obtain an on-site business	X	X	X
Staffing, Webinars & Tutorials	X	X	Limited
Access to LIPA sponsored research	X	X	Limited
Dues per year per	\$12000	\$8000	\$3700
In-kind Contribution	\$10000	\$40000	0

To join LIPA simply download the 3 documents below and follow the instructions for each.

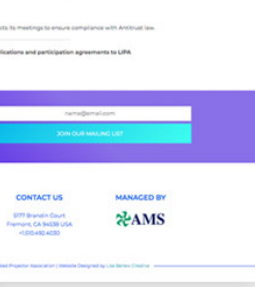
[Download Membership Application](#)

Once downloaded, complete the application in Adobe Acrobat or print and fill in manually. This document provides us with contacts for activities within the Association. It is also where you will choose your level of membership. This document is a legally binding contract between the Association and your company.

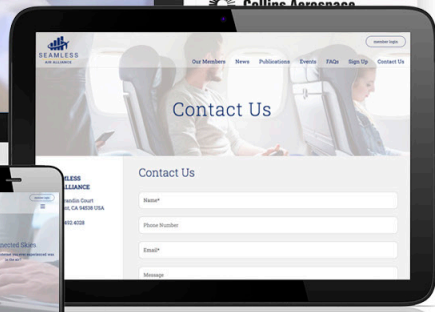
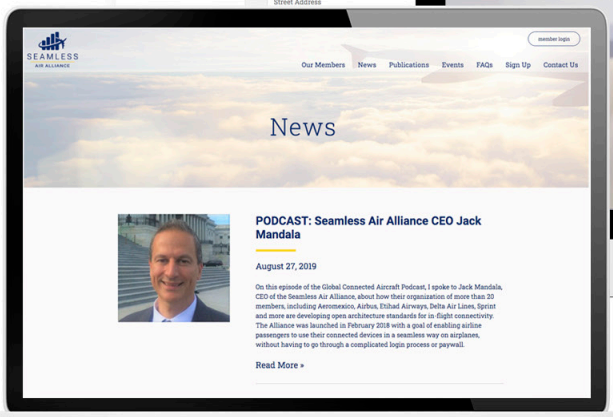
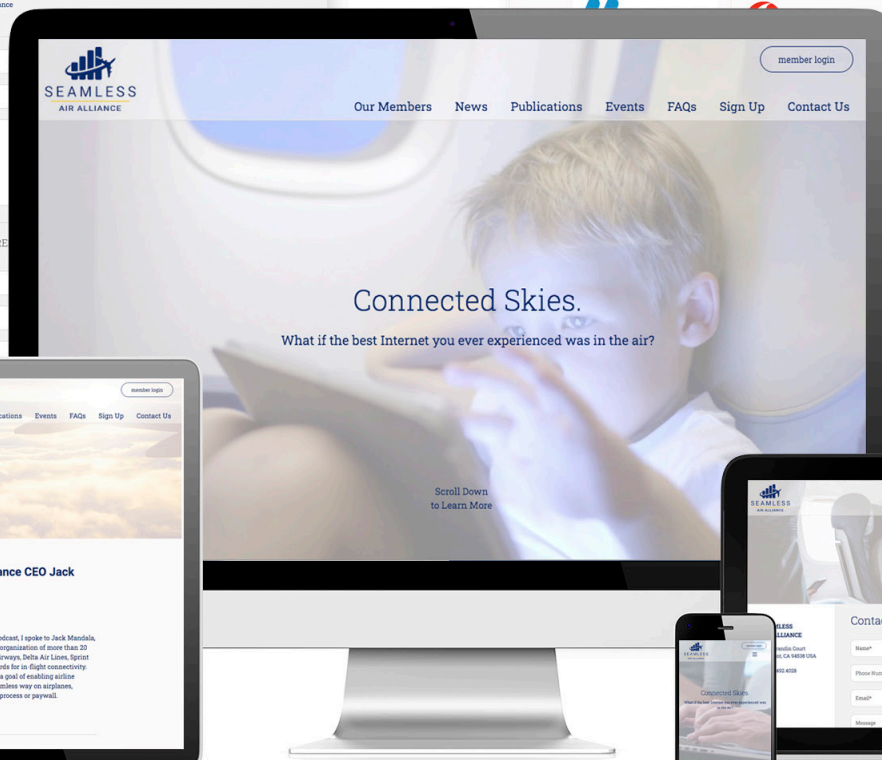
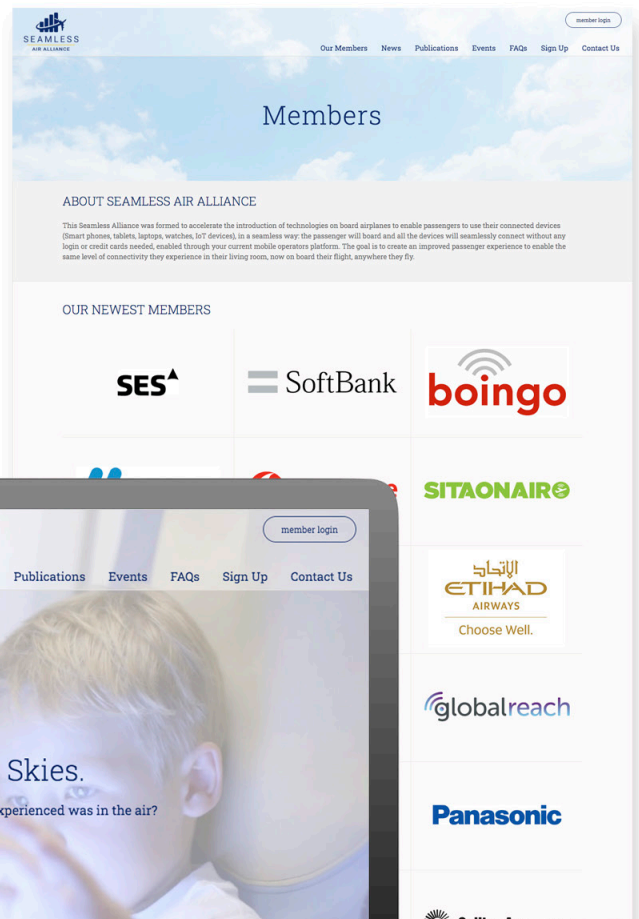
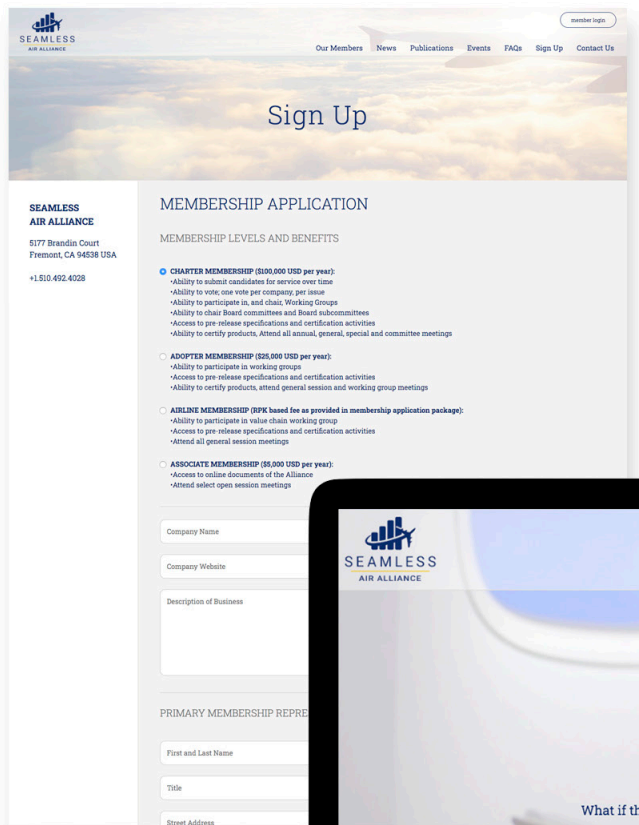
[Download Bylaws](#)

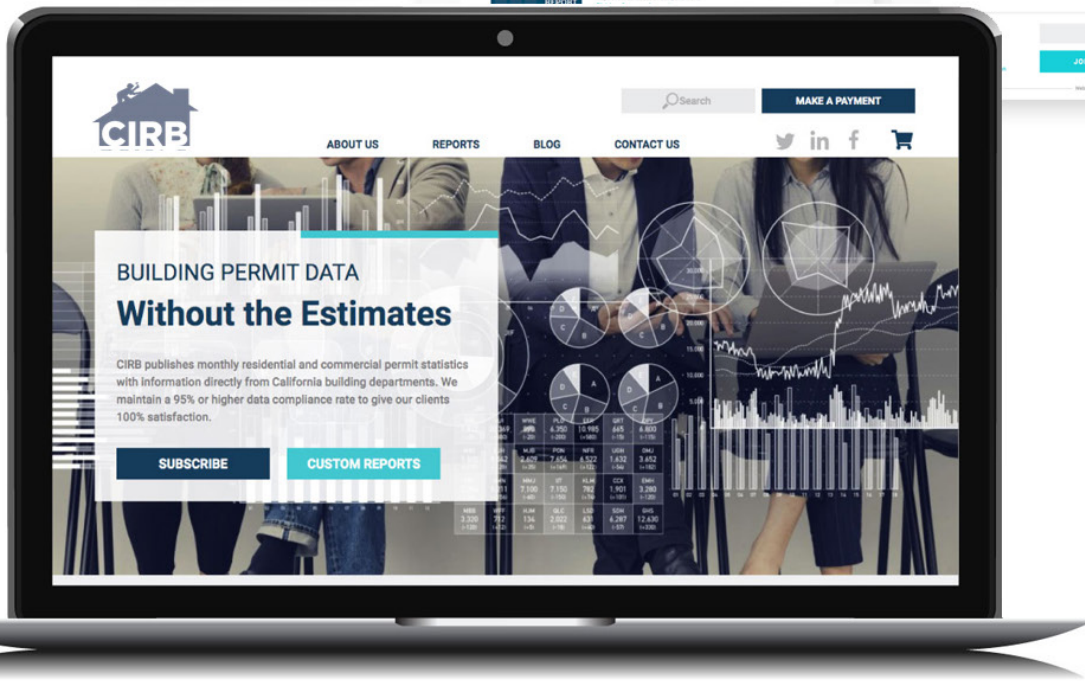
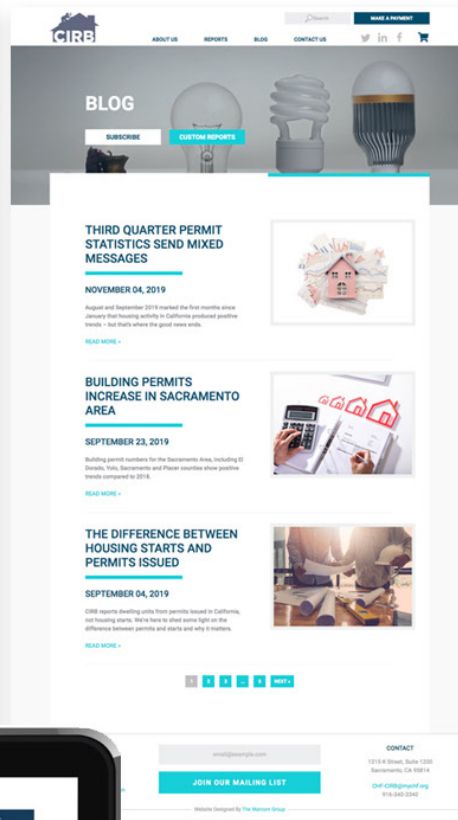
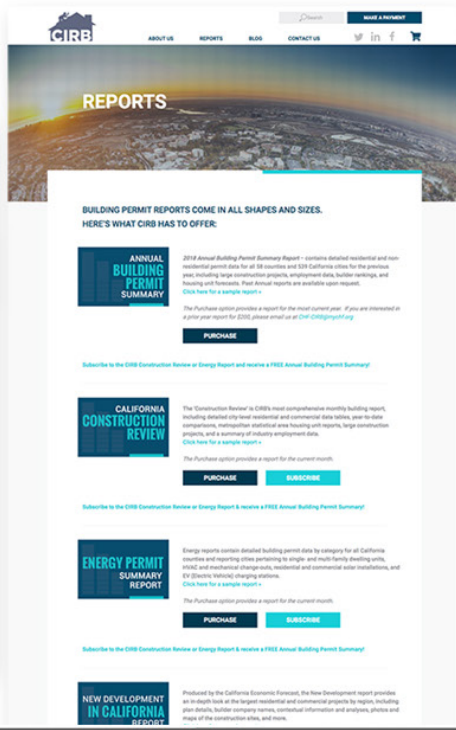
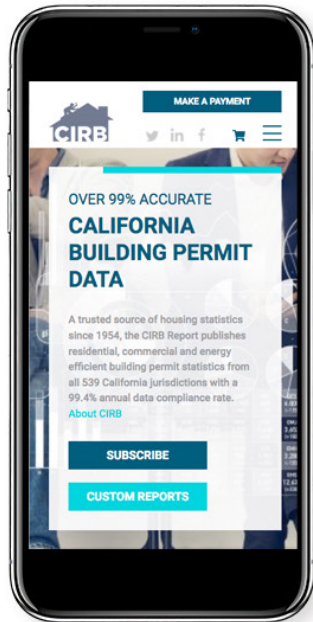


- Primary Objectives**
- LIPA members believe that laser projectors hold many advantages over traditional projection techniques and that by joining their voices they can improve the business and regulatory environment for all.
- as adopted in May, 2011
- To be a single industry voice in representing laser regulations, inspections and outdated governmental regulations that create and costly requirements for cinema exhibitors who integrate laser engines into their projects. We believe regulators are willing to consider new, appropriate requirements, but wish for an industry representative to speak with a single unified voice.
 - To provide opportunities to learn to develop evaluation methods and provide that information to standards bodies. Laser projectors hold the potential for numerous benefits for theatre owners, including dramatic reduction of operating costs, improved color gamut, as well as increased 3D brightness. Methods of ensuring user benefits needs to be developed and needs to be provided to standards organizations for review and ratification at an industry level.
 - Education and certification. Education and safety will continue to be top concerns for all stakeholders in the value chain and LIPA can assist in compiling and disseminating this information.
 - Coordinate best practices. Even with their many advantages, lasers still need to be handled correctly and safely. LIPA as an organization is well situated to help projector users to understand and implement best practices in handling their laser based systems.
- LIPA membership is encouraged for ALL companies active in the area of laser illuminated projectors -- when all companies will benefit from the market opening activities in which LIPA specializes. It is also a valuable networking forum. Visit the membership page to learn about more benefits from LIPA membership and join our activity.
- LIPA will use to critical mass to foster a positive and receptive business environment for laser based enterprises.
 - LIPA will focus on laser illuminated projectors -- except for price based.
 - LIPA will be open to all participants that wish to contribute to the stated mission and subject to Board approval.
 - LIPA will provide guidelines and promote adoption of user-related standards, but not have a voice in the standards setting process.
 - LIPA will expect members at the Board and Participant level to dedicate staff resources and activity participation in LIPA activities.
 - LIPA will promote education and best practices throughout the value chain.
 - LIPA will not invade current product sales or current product shipments, focusing efforts on implementing the benefits of lasers and realistic product timelines.



LIPA
lipainfo.org





CIRB
cirbreport.com



AMS

THE AMS ADVANTAGE

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The AMS Advantage is our experienced and dedicated team of professional staff who provide world-class service for our clients. We offer a full range of services including consulting (strategic planning, start up support, budget and financial planning), Board and committee support, membership management, financial management, meeting and event planning, marketing communications, technology solutions, and certification program support.

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CLIENT NEWS

PSTA Releases Initial Industry and Public Safety Recommendations on Situational Awareness

PSTA Announces the Creation of Two New Technical Subcommittees: EMS Patient Care Records and Video Management

PSTA Releases Initial Industry and Public Safety Recommendations on Mapping

SERVICES

From the development of the core organizational documents, legal filings, inaugural budget development, board's grant, website presence and coordinating the organizational launch, AMS is your go-to partner.

TESTIMONIALS

I highly recommend AMS to other organizations that need a skilled professional team to provide technical, operational and meeting services. They truly understood how to work with an association and how that service fits the cultural and business needs of the customer. — Dawn Ward, Senior VP, Chief Architect, and Engineering CTO, Cisco

ABOUT US

Our mission is to help our clients achieve their strategic goals and objectives by providing a full range of association management and event services. Time and again our clients tell us that our team consistently exceeds their expectations. Our business has been built by referral and by retaining clients who recognize our AMS' experience and commitment to excellence.

CONTACT

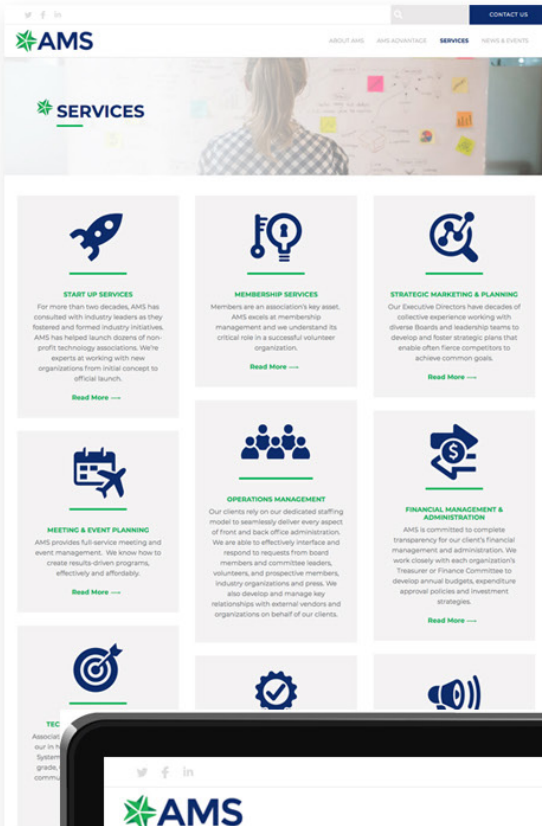
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AMS
amsl.com

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AMS

SERVICES

START UP SERVICES

For more than two decades, AMS has consulted with industry leaders as they formed and formed industry initiatives. AMS has helped launch dozens of non-profit technology associations. We're experts at working with new organizations from initial concept to official launch.

MEMBERSHIP SERVICES

Members are an association's key asset. AMS excels at membership management and we understand its critical role in a successful volunteer organization.

STRATEGIC MARKETING & PLANNING

Our Executive Directors have decades of collective experience working with diverse Boards and leadership teams to develop and foster strategic plans that enable often fierce competitors to achieve common goals.

OPERATIONS MANAGEMENT

Our clients rely on our dedicated staffing model to seamlessly deliver every aspect of front and back office administration. We are able to effectively interface and respond to requests from board members and committee leaders, volunteers, and prospective members, industry organizations and press. We also develop and manage key relationships with external vendors and organizations on behalf of our clients.

FINANCIAL MANAGEMENT & ADMINISTRATION

AMS is committed to complete transparency for our client's financial management and administration. We work closely with each organization's Treasurer or Finance Committee to develop annual budgets, expenditure approval policies and investment strategies.

MEETING & EVENT PLANNING

AMS provides full-service meeting and event management. We know how to create results-driven programs, effectively and affordably.

TEC

Associated our IT Systems, grants, committees



AMS

CLIENT NEWS

LIGHTWAVE – AN OIF OVERVIEW

OIF creates benchmarks, performs worldwide interoperability testing, builds market awareness, and promotes education for technologies, services and solutions. Launched in 1998, OIF promotes the development and deployment of interoperable networking solutions and services through the creation of Implementation Agreements (IAs) for optical networking products, network processing elements, and component technologies. IAs are based on requirements developed cooperatively by end users service providers... [Read more](#)

LIGHTWAVE – DRIVING NEXT GENERATION NETWORK SOLUTIONS AT OIF – A NETWORK OPERATOR'S PERSPECTIVE

For companies like Microsoft, the ability to directly share market needs and provide technical input into OIF's development process are critical factors in achieving industry alignment and enabling our next generation of data centers. [https://www.lightwaveoif.com/articles/techArticle/4072870/Driving-next-generation-network-solutions-an-off-a-network-operators-perspective-Read-more](#)

OIF ANNOUNCES BOARD OF DIRECTORS POSITIONS AND WORKING GROUP REPRESENTATIVES; LAUNCHES NETWORK OPERATOR COHERENT OPTICS SURVEY

OIF Day, hosted by Microsoft, provided participants the opportunity to exchange ideas relating to current network challenges. Fremont, Calif., November 19, 2019 - OIF, where the optical networking industry's interoperability work gets done, today announced election results for its Board of Directors and working group representatives positions took effect Oct 3. OIF also announced the launch of a network operator survey. [Read more](#)

PSTA RELEASES INITIAL INDUSTRY AND PUBLIC SAFETY RECOMMENDATIONS ON SITUATIONAL AWARENESS

FREMONT, CA, November 4, 2019 - Consistent with the purpose and mission of the PSTA, the PSTA Board of Directors is pleased to release the Situational Awareness Technical Subcommittee report [https://www.pstaonline.org/wp-content/uploads/PSTA-IA-Report.pdf](#) which includes the initial PSTA recommendations for public safety and industry. The Situational Awareness Subcommittee was established to recommend a common set of standard [...] [Read more](#)

I think IT/IS/IT does a fantastic job. They always respond promptly with a "You got it solve your problem" attitude. I only wish every IT department I work with was as responsive and professional.

— Aaron Park, Reamit



AMS

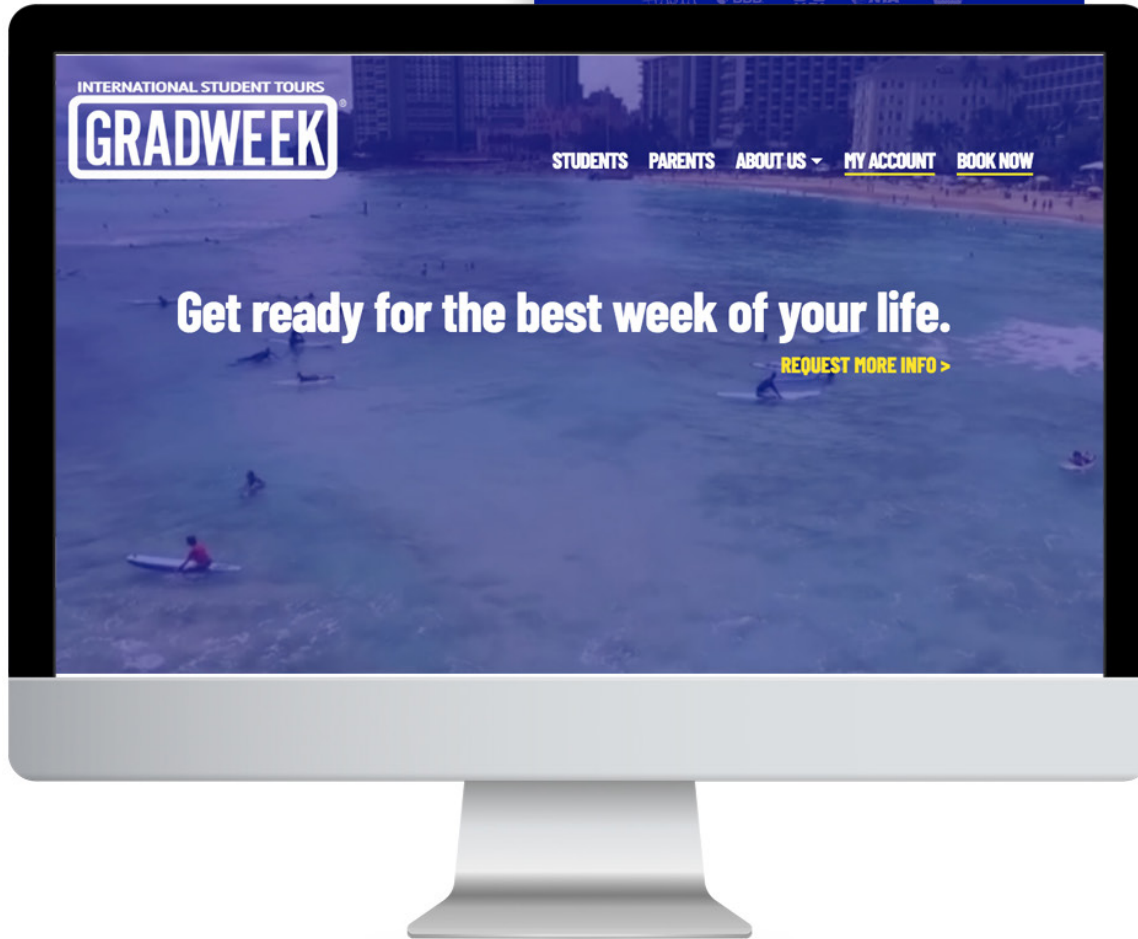
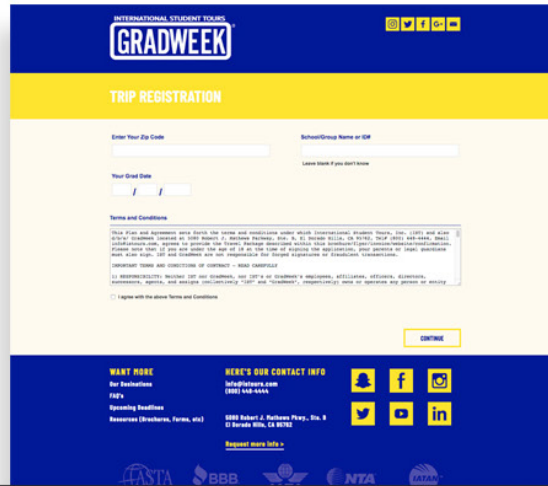
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[Learn More](#)



AMS | CONTACT INFORMATION

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LISA BELLEW CREATIVE | CONTACT INFORMATION

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AMS | REFERENCES

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2. Cullen Jennings, fluffy@cisco.com, +1 (408) 421-9990
3. Russ Housley, housley@vigilsec.com, +1 (703) 435-1775

LISA BELLEW CREATIVE | REFERENCES

1. Steve Koch, skoch@nucalfoods.com, +1 (209) 254-2225
2. Beth Stagner, bstagner@pacificflywaycenter.org, +1 (925) 383-7188.
3. Kathryn Culbert, kculbert@readingprograms.org, +1 (415) 884-8163

JOEY NIZUK | REFERENCES

1. Kerry Lawrence, kerry@attconline.com, +1 (916) 768-4424
2. Natasha Kutina, natashak@oesonline.com, +1 (510) 284-1907
3. Kerry Lawrence, christina@crfamilystory.com, +1 (916) 300-0891

AMS recognizes that the W3C Website Redesign work needs careful coordination and facilitation in order to achieve maximum and timely results. AMS proposes to act as a bridge between Lisa Bellew Creative and W3C by providing project management and facilitation services, acting as a neutral, yet accountable third party. AMS will insure that the necessary project work gets done without creating an additional burden on W3C staff.

SCOPE OF WORK

- Overall project management, reporting to Coralie Mercier, W3C
- Interface with Lisa Bellew Creative and the project team, on behalf of, and with, W3C
- Participate in all meetings throughout the process
- Review and support detailed work plan
- Help identify and drive W3C timelines and project tasks
- On behalf of, and with W3C, schedule meetings and distribute calendar invites
- Other tasks and projects as required by W3C

DISCOVERY/PLANNING

In the discovery phase we will work with W3C staff and stakeholders, in-person, over the phone, and over digital communication to gather as much information as possible to uncover insights about W3C users, project goals and desired outcomes for the W3C website. We will also take time to review provided research from the last re-design effort.

Discovery Process

Meetings/Communication
 Gather Info/Research
 Draft Summary
 Project Management

Deliverables

Written Summary of Research and Project Objectives

UX RESEARCH REPORT

Before any exploration into design or development, we will want to research the current user experience and compile all findings into a report. This process will start with developing user questions, performing user research (i.e. analytics, heatmaps, interviews and screen shares) and then summarizing in a UX Research Report to assist in with architecture and wireframes process along with design process.

UX Research Process

- Meetings/Communication
- Develop User Questions
- Perform User Research
- Draft UX Research Report
- Project Management

**Client must provide analytics, permission to install heatmaps and contact current site users.*

Deliverables

UX Research Report

INFORMATION ARCHITECTURE & WIREFRAMES

Our focus in this phase is to make content logical, well-organized, end- user friendly and easily navigable. We work cooperatively with our clients to help them define their information architecture so that users can find information/functions quickly and easily.

At this stage we create wireframes that are clean and easy to understand, but aren't over designed, so we can keep our audience focused on the functional aspect of the design. This process enables us to get feedback early on in the project. The process creates a detailed blueprint of how the system should behave to guide our developers.

Architecture + Wireframe Process

- Meetings/Communication
- Strategize Architecture
- Develop Sitemap
- Develop Wireframes
- Project Management

Deliverables

Sitemap and Wireframe Layouts

THE DESIGN

Now we are ready to take all of our information, user-testing and research to create beautiful, clean, and modern website designs that will best represent W3C's place in the industry and will carry the website into the future. Designs will be created "mobile-first" and will be optimized to look it's best on any device. A consistent, branded layout, will be carried throughout the site. Two distinct designs will be presented, with a homepage and 2-3 interior pages as well as mockups representing mobile layout. A style guide demonstrating colors, typefaces, and design standards will be created to ensure the integrity of the new design will be maintained moving forward.

Design Process

- Desktop Design Concepts/Mockups
- Corresponding Mobile/Mockups
- Feedback/Revisions
- Expand Design to Key Pages for Approval and to Guide Developers
- Create Style Guide
- Meetings/Communication
- Project Management

Deliverables

Website Comps, Working PSD/Ai files, Website Style Guide

PROJECT CONSULTING FROM DEVELOPER

Developer input on overall advice on software selection (i.e. Wordpress, Bootstrap, plugins like Woo Commerce, WP Give, ACF Pro, Gravity Forms, yoast Premium). Developer will also need to work with the W3C Technical team on researching content structure of current website to develop a content strategy for migrating all content to new website. Developer input ongoing site Maintenance (i.e. cloud environment infrastructure, updates, audits, labor, etc). Final developer input and assistance on creating a migration strategy with the W3C Technical team (successfully pushing from staging to production).

Consulting Process

- Consulting from Developer
- Meetings/Communication

Deliverables

Content Strategy, Migration Strategy

WEBSITE DEVELOPMENT

The following process maps out the first phase of the W3C website redesign project laid out in their RFP. The developers are recommending the use of Wordpress for the CMS and Twitter Bootstrap for the front-end. Both are recommended for their stability, popularity and because they are both open source. By using Wordpress the entire W3C site can be redesigned with all the features requested in the RFP and offer all the ease of use and simplicity in website management needed by the W3C team. By creating a custom Wordpress theme for W3C and utilizing the Wordpress Plugin Repository, overall development cost will remain low and easy to build upon in the future.

Development Process

- Setup Staging Environment (with Development Repository and Version Control)
- Install Wordpress and Security Implementations
- Enable And Configure Multilingual Site Content
- Wordpress Theme Development Based on Design
- Develop Templates Page (ie. Corporate, Forms, Landing Pages) Based on Prototype
- Develop Templates Post (i.e. Blog, Restricted Content, Etc) Based on Prototype
- Dynamic Content Types and Layouts for Easy Back End Management
- Connect Forms and Sync User Database to CRM and Marketing Automation Software
- Front End Membership Sign Up and Registration Process
- Back End Membership and Subscription Process
- Front End User Account Pages
- Front End Donations Pages
- Back End Donation and Donor Management Configuration
- Front End Donor Account Pages
- Implement Content Migration Plan
- Main Content Optimization and SEO Analysis
- Browser & Device Testing
- Speed and Performance Testing
- Usability Testing
- Implement Migration Plan
- Draft Website Technical Brief
- Meetings/Communication
- Project Management

Deliverables

Production Website, Staging Environment (with Clone of Production website), Private Code Repository, Website Performance & Usability Audit, Technical Brief

PRIVACY POLICY

We will work with W3C leadership and W3C legal counsel to develop a privacy policy for the website that is GDPR compliant.

Privacy Policy Creation Process

Meetings/Communication
Project Management

Deliverables

W3C Privacy Policy, GDPR Compliant

ORGANIC SEO / SEARCH STRATEGY

We work with our clients to ensure optimal search engine optimization (SEO) when building websites. SEO has as much to do with your website's content as it does the website's organization and programming. We do this by following best practices that allow us to maximize the presence of your website in the major search engines and by utilizing software (such as Yoast) to help drive search results.

Search Strategy Process

Meetings/Communication

MAINTENANCE AND FUTURE COLLABORATION – AS NEEDED

We will work with W3C leadership to collaborate on future updates, upgrades, etc. on an as needed basis. Work to be billed at the hourly rate.

OTHER NOTES

Stock Images: Will be billed to client for reimbursement
Fonts and Icons: Will be billed to client for reimbursement
Software Licenses: Will be billed to client for reimbursement
Server Infrastructure: Will be billed to client for reimbursement
Legal Fees: Will be billed to client for reimbursement

FEES

Hours listed above are estimates. Monthly reporting will be provided.
Additional hours will be billed at the hourly rate listed on cost document.
