

**CLEVELAND PUBLIC LIBRARY**

**Finance Committee**  
February 18, 2010

**RESOLUTION ON WEBSITE DEVELOPER**

- WHEREAS, In 1990, Cleveland Public Library became the first urban library to connect to the Internet; and
- WHEREAS, In 1993 the Cleveland Public Electronic Library was opened using gopher software, a precursor to the world wide web, and offering access to the Library's catalog, an array of databases, Cleveland Freenet, and other Internet-based information resources; and
- WHEREAS, In 1995 Cleveland Public Library unveiled it's first web site developed totally by in-house staff; and
- WHEREAS, Since that time, the Internet has become an integral part of people's lives, offering access to an array of information and services unimaginable fifteen years ago; and
- WHEREAS, Cleveland Public Library desires to incorporate, in a planned and holistic way, new and emerging technologies that have become expected components of a public library's website; and
- WHEREAS, On November 18, 2009, the Library issued a Request for Proposal to eleven companies to identify and engage the services of a strategic partner to manage and execute a redesign of the Library's website: [www.cpl.org](http://www.cpl.org); and
- WHEREAS, Nine responses were received and evaluated by a staff committee, and the top three companies were invited to give presentations to the committee and be interviewed; and
- WHEREAS, The selection committee unanimously recommends DigiKnow, Inc., as the best company to redesign the Library's website and provide ongoing technical support to library staff; now therefore be it
- RESOLVED, That the Board of Library Trustees authorizes the Director to complete negotiations of an agreement between Cleveland Public Library and DigiKnow, Inc., subject to review and approval of the contract by the County Prosecutor's office; and be it further
- RESOLVED, That the President of the Board of Trustees is authorized to execute any agreements, amendments, or other documents necessary or appropriate to effectuate the Agreement in accordance with this resolution; and be it further
- RESOLVED, That the General Fund Appropriation for this contract does not exceed \$132,440.00, being charged to the General Fund Account: 11020053-53710.

# Project Overview

## STATEMENT OF WORK

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To meet the recommended CPL deliverables, DigiKnow proposes to:

- Consult with CPL to review the current site, planned additions, as well as review CPL operations to determine how the web might be able to add to operational efficiencies. This planning will be done considering current best practices and best-of-breed technologies and methodologies.
- Consult with CPL to brainstorm additional ways to better connect to patrons and raise patron awareness of CPL collections and services. (optional part of marketing)
- Consult with CPL to create a gap analysis on what is provided by [www.cpl.org](http://www.cpl.org) and what is provided by other leading library sites in the country.
- Consult with CPL to review current patron information and CRM strategies and develop an online CRM strategy. The plan would cover online and offline promotion as well as an email communication plan. (optional part of marketing)
- Consult with CPL to review CMS options and assist in the selection process. (DigiKnow is recommending DotNetNuke, however we have experience with a variety of CMS solutions including Ektron, RedDot, Umbraco, SharePoint, Joomla, Mambo, Drupal, Cake, custom solutions and others)
- Conduct user research and testing onsite at library locations to gather direct patron feedback to determine usage patterns, as well as feedback on strengths and weaknesses of the current CPL site. We would also place a survey online on the current CPL site to gather the same information from visitors to the website.
- Develop a social influence marketing plan to ensure that CPL is making maximum and appropriate use of social networks. This would include recommendations on which social networks and sites to post content to, as well as which content would be appropriate on the chosen sites. Where appropriate, we will integrate with social networking sites from the CPL site.
- Develop a wireframe model and site map of the proposed CPL site for review by CPL as well as usability testing by site users and patron groups.
- Develop three design concepts, including updated graphics and navigation. Once approved, DigiKnow will develop sub-pages as well as templates for sub-level pages.
- Based on approved concepts, DigiKnow will develop new landing pages and templates for the 5 CPL subsites that match the new site design.

- From approved designs, DigiKnow will create template files. The templates will make use of browser detect scripts and be designed for a lowest common denominator browser for users without support for advanced technologies such as CSS, JavaScript.
- Develop a mobile web version of the CPL Site.
- Adobe Flash will be used as appropriate to further enhance information that is already displayed in text. Videos will be contained as appropriate throughout the site inside of a Flash player.
- Develop a complete SEO plan to ensure proper keywords and Meta tagging of all pages on the CPL site.
- Integrate Google custom search as the CPL site search engine.
- Implement Google analytics on the newly developed site.
- Implement the DotNetNuke CMS (or other CMS as chosen by CPL), including assistance with configuring the development, staging and production environments.
- Implement user authentication on the site so pages/sections can be password protected.
- DigiKnow will establish a knowledge base for the CPL site that will cover design standards, file structure, naming conventions and other standards to be followed. The knowledge base will be the primary repository of site related information for CPL and DigiKnow staff.
- DigiKnow will work with CPL to define the development/staging and production environments for the site, including source control, to ensure that best development practices can be followed.
- DigiKnow will configure and make available JIRA for use to submit trouble tickets as well as maintenance requests. Optionally, CPL can use the same system for internal site support as well.
- Develop a usability test plan that uses representative end users to provide feedback on the usability of the new site. Audiences would include CPL staff, association members, as well as general patrons.
- DigiKnow will integrate with the existing calendar of events package.
- DigiKnow will provide a 30 day warranty period after the launch of the site to remedy any issues that might unexpectedly arise.