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CASC D
PROPOSAL

May 7, 2009

Scott Smith
California Association of Supervision and Curriculum Development
612 Camino Cerrado .
South Pasadena, CA 91030

Dear Scott,

Thank you for the opportunity to present a proposal for the update of cascd.org to be driven by a custom Content Management System and the creation of a site-wide RSS feed and a podcast system and RSS feed.

INTRODUCTION

Clever Concepts is a high-end web development company based in Templeton, CA. We specialize in custom web sites that look professional, are functional, and fully meet each clients' needs and expectations. Clever Concepts was started in 1998. We have since developed over 300 web sites and have taken part in the development of over 400 sites. When you choose Clever Concepts you are guaranteed excellent programming, design, and customer service.

LAYOUT, DESIGN AND CONTENT

The design and layout of the web site will remain the same with the exception of adding an RSS feed icon to the right of the menu bar.

CONTENT MANAGEMENT SYSTEM

We will create a Content Management System (CMS) that will allow you to maintain the web site content yourself. The CMS will allow you to manage all of the top-level menu items as well as the secondary web pages within each dropdown menu. You will be able to add, edit, delete and sort categories and web pages throughout the web site. Each category and web page will have the ability to be marked as hidden so that it won't be displayed in the navigation. The CMS also allows you to define URLs for pages, page titles, and meta data, all of which are important for your search engine visibility.

We will bring over all of the existing pages on the web site in to the CMS. We will also change the URL



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structure of each page to have more SEO-friendly URLs and set up the necessary 301 redirects so that search engines pick up the new filenames of each page.

To edit the content of each page, we will set up a web-based WYSIWYG web page editor that works on Internet Explorer and Firefox and functions much like Microsoft Word.

We will set up an RSS feed of the entire web site and add a link to the right side of the navigation.

PODCAST SYSTEM

We will set up a custom tool to drive the Podcast section of the web site. You will be able to add, edit, and delete podcasts from the system. Each podcast will have a name, date, title, description and audio file associated with it. We will set up a Podcast page that will query the database of podcasts and display them sorted chronologically with the newest first. We will also set up an RSS feed of the podcasts that can be loaded in to iTunes as well.

TIMELINE

The project can be completed within two weeks of agreement and delivery of materials.

COST AND TERMS

The cost of the web site conversion is \$1500. 50% is to be provided up-front and the remaining 50% upon completion of the project. Any additional development outside this scope of work will be charged at \$100 per hour. An invoice will be presented upon completion of the project and payment is in Net 15 terms.

CONCLUSION

We look forward to working with you on these exciting projects. If you have any questions regarding this proposal, please feel free to contact us by email at m.net or by phone at (805) 434-9994.

Sincerely,

Dennis Clevenger
Clever Concepts, Inc.





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WEB DEVELOPMENT CONTRACT

This agreement is made by Clever Concepts, Inc. and

California Association of Supervision and Curriculum Development
612 Camino Cerrado .
South Pasadena, CA 91030

1. Clever Concepts agrees to provide the Client web development services as described in proposal issued on May 7, 2009.
2. Invoices are due and payable within 15 days of presentation. Additionally, a late payment fee of 1.5% per month (18% Annual Percentage Rate) will be assessed on all accounts 30 days or more past due. Checks returned for any reason are subject to a \$50.00 service charge. We reserve the right to cease any service or development, for nonpayment of delinquent balances owed Clever Concepts. Such cessation will continue until the account is brought current. Client agrees to pay any collection costs incurred by Clever Concepts in collecting any past due accounts, including but not limited to attorney's fees.
3. The Parties agree that in keeping with Federal Regulations, Client is solely and fully responsible for the content of the electronic information that it places on the Clients web site.
4. Termination in the Event of Material Breach. Either party can terminate this Agreement immediately following breach of this Agreement by the other party and failure of the breaching party to cure within thirty (30) days after written notice of the breach, except that in the event of non-payment by Client, Clever Concepts may terminate upon failure of Client to fully cure the non-payment.
5. Termination at will. In the event any party to this Agreement desires to terminate its Agreement, notice of that decision should be submitted in signed writing to the other party at least thirty (30) days prior to the desired date of termination.
6. This Agreement constitutes the entire Agreement, including any Exhibit(s) attached hereto, understandings and representations, expressed or implied, between Clever Concepts and Client with respect to services to be furnished hereunder; and it supersedes all prior communications between the Parties. Oral statements made by representatives shall not be relied on by client and are not part of this Agreement.
7. Each person signing below represents that he/she has read the Agreement in their entirety; understands the terms; is duly authorized to execute this Agreement on behalf of the Party indicated below by his or her name; agrees on behalf of such Party that such Party will be bound by those terms.

CUSTOMER

Name: _____

Date: _____

CLEVER CONCEPTS, INC.

Name: _____

Date: _____

