



Courtland Consulting
Strudell Studios Creative Division
1500 Watertower Place, Suite 200
East Lansing, MI 48823
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• • support@strudellstudios.com
• • www.StrudellStudios.com

Pricing Quote Agreement

Date: 09/22/2014

Customer: Pam Sala
Eastern Regional Interstate Child Support Association (ERICSA)

Dear ERICSA Technology Committee:

It is a pleasure to submit a nonprofit website proposal for the Eastern Regional Interstate Child Support Association (ERICSA). For over 24 years, Courtland Consulting has successfully worked with **child support agencies and courts, as well as, many community-based organizations** to deliver system implementation and web consulting services.

Courtland understands the important and complex work of child support professionals and we know the web and training needs required to support the work they do. Courtland is an **active and committed sponsor, volunteer and member** to several child support organizations including:

- **Eastern Regional Interstate Child Support Association (ERICSA)**
- **ERICSA National Child Support Enforcement Association (NCSEA)** in which Sharon Pizzuti, Executive Director at Courtland, was in charge of NCSEA's 2014 conference program committee this year, and served on several other committees
- **Michigan Family Support Council and the Friend of the Court Association** in which Michelle LeFevre, Executive Director at Courtland, is co-chair on the Web & Marketing Committees and helps maintain these organizations' web presence

Courtland is offering ERICSA the delivery of a new website that will include:

- **Creative and artful design** to achieve "**calls to action**" such as donate, join, contact, schedule, request, and register.
- **Visually pleasing and interactive** social media, photography and text, as well as, dynamic media such as audio and video as appropriate.
- **Affordable content management** solutions that give **long-term cost savings** to ERICSA to maintain the website content yourself and we provide **free hands-on training**.
- **Warrantee** the work we do, and **maintain contact with our customers** to share ongoing technology trends and provide support.



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Nonprofit Program

Courtland is a proud member of the **Michigan Nonprofit Association** and we offer a **nonprofit rate program** that provides discounts for **graphic design, web design/development** and **training services**. Our experience allows us to find creative ways to maximize budget and return on investment for our nonprofit and charity partners. With an emphasis on quality and ease-of-use design, we have had the pleasure of working with a wide variety of organizations and agencies.

Our customers are our most valuable assets and we are pleased to further discuss our customer references, as well as, our nonprofit program and pricing options with you at your convenience.

Sincerely,

Sharon Spence, Regional Sales
Strudell Studios, Creative Division of Courtland Consulting
(517) 908-3951, spences@courtlandconsulting.com

Check out our recent projects...



waynemetrolibrary.org



ecdckids.org



ezmemorialrun.org



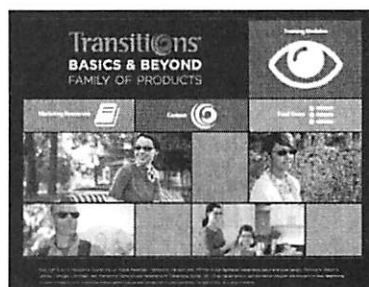
mcta.org



nafasfitness.com



mifsc.org



tobasicsandbeyond.com



kalamazoopublicsafety.org

Nonprofit Web Services Package

Service(s)	Investment
1. Website Subscription Service 2 Year Contract Term: _____ to _____ MM/DD/CCYY MM/DD/CCYY Subscription service includes: - Initial web design and implementation of content management system website template (standard web design theme template from Courtland's template library) - responsive website design theme (desktop/tablet/mobile phone compatible) - tools (blog, media manager/gallery, newsletter/eblasts) - online HTML forms (Optional Donation, Contact Us and Sign Up for newsletter/eblasts) - one free implementation training on how to maintain the website (one 2 hour session for up to designated staff) - Event Registration Management and Membership Management systems (see Appendix A for the full feature list at the end of this quote) - Ongoing services: - Website hosting (10GB of web space) - Quarterly content management system security patches and upgrades - Website help desk support and online training - Client's website is featured in our online portfolio <u>Important Note:</u> Once the new website is implemented, any new web design, graphic design or content updates that the customer may need from Courtland will be billed at an hourly rate of \$100.00 \$65.00 per hour which is billed in 15-minute increments.	One-time Setup and Template Design Fee \$5,000.00 \$1,000.00 <i>Discount Pricing</i> Monthly Payment \$350.00 per month \$175.00 per month <i>Discount Pricing</i>
2. FREE Website Implementation Training One free, 2 hour training to designated staff will be performed on how to maintain the website. A custom user manual will be provided to help with ongoing support.	Free Valued at \$800.00
3. (Optional) Social Media Integration on Website You news and events can be setup to automatically display from your website and on your Social Networking sites for Facebook and/or Twitter. Blog posts published on the main website will automatically be updated on the social networking sites with a brief description and link back to the main website. This allows for easy maintenance of information from one location that is shared across multiple online marketing channels.	\$400.00 per social media account

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Service(s)	Investment
4. Secure Socket Layer Certificate [highly recommended for protecting web databases and HTML credit card payment forms] Integrate a Secure Socket Layer (SSL) Certificate to provide security for customer data protection of e-commerce, payment processing or other secured websites and web applications. An SSL Certificate is designed to enable applications to transmit information back and forth securely. Applications that use the SSL protocol inherently know how to give and receive encryption keys with other applications, as well as, how to encrypt and decrypt data sent between the two. We recommend at least the minimum SSL Certificate that provides a \$10,000.00 certificate warranty if the certificate fails. Higher coverage certificates are also available up to \$150,000.00 certificate coverage.	One time Setup Fee \$200.00 \$50.00 SSL Certificate \$130.00 per year <i>Includes \$10,000.00 certificate warranty</i>
5. (Optional) Stock Photography Client can choose stock photography to use on website. Price starts at \$25.00 for low resolution web-ready images. Pricing for higher resolution images can be provided in a separate quote.	\$25.00 per photo per use

Web Maintenance Services

Service(s)	Investment
6. Website Domain Name Domain names at \$15.00 per year per domain name for .org, .com and .net. Other domains extensions are available and require a separate quote.	\$15.00 per year per Domain Name
7. Website Maintenance Website maintenance services will be provided at a time and material basis. <u>Routine web maintenance includes:</u> assistance with content updates to pages or files, editing of site menu navigation, adding or editing online forms and modules, payment gateway updates or changes, web design, graphic design, web development, application programming, application integration services, system upgrades or security patches, and training assistance after the first site training is delivered to the customer. <i>Note: Search engine optimization and social media training/support services are offered as custom packages and not by an hourly rate.</i>	Standard Rate \$100.00 per hour <u>Nonprofit Rate</u> \$65.00 per hour <i>Hourly Rates Billed in 15 Minute Increments</i>

Payment Schedule

The following fees schedule lists the cost for web design and development services delivered by Courtland Consulting / Strudell Studios and all costs shall be held firm and fixed by Courtland for a period of 30 days from the date of this quote. Courtland's standard payment is monthly for subscription services. For fixed costs contracts the schedule is: 50% payment due at contract signing and 50% payment

due at the time of Transition of the Site Responsibilities to the Customer or Launch Date (whichever event occurs first). Routine maintenance billing is invoiced on a monthly basis for the work performed that month. All invoices are net30 terms.

Warranty

Courtland Consulting / Strudell Studios will comply with a warranty period of 60 consecutive days of successful live processing from the website launch date. At the conclusion of the warranty period, the Client may consider Courtland's support under maintenance and support agreement. Courtland Consulting does not warrant that the functions contained in these web pages or the Internet website will operate uninterrupted or error-free. Courtland does agree to fix any errors, problems or non-functional areas within the bounds of their application development and hardware responsibilities. The entire risk as to the marketing performance and success of the web pages and website is with Client. In no event will Courtland be liable to the Client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these web pages or website, even if Courtland has been advised of the possibility of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Website Maintenance

Content Management System websites require upgrades that provide the latest version of the software program. Upgrades are necessary to keep in compliance with the changes in technology for the most current web coding standards, security protocols and versions of web browsers. It is optional but highly recommended that customers receive upgrades on an ongoing basis either every two to three years. The Courtland Consulting / Strudell Studios Team will keep your organization informed of security patches and software version upgrades and if there is an extra cost associated with the upgrade. A standard upgrade usually offers all or most of the following. Additional improvements may be included depending on the software release.

- Increase backend security updates.
- New features not available or found in previous versions such as updated administrative navigation, and module and template enhancements.
- Improved stability and increased performance.
- Module upgrades (such as photo gallery, blog, calendar, etc.)
- Improved compliance with latest web browsers (Internet Explorer, Firefox, Chrome and Safari).
- Compliance with current W3C and ADA compliance for coding and accessibility standards.
- Free training on system upgrade changes that affect the administration of website.

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Visit our portfolio at: www.strudellstudios.com/portfolio

Contact:

Sharon Spence, (517) 908-3951, spences@courtlandconsulting.com

Price Estimate Accepted by:

Carla West, President *Carla West, President* 10-1-14
(Customer Printed Name) (Customer Signature) (Date)

**Please email a signed, scanned copy of the quote to sales@strudellstudios.com
or fax the signed quote to (517) 371-7815.**



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Appendix A: Feature List

Event Registration & Management

- Event Registration core component
- Offline and Paypal payment plugins (Additional payment plugins optional)
- Latest Events module (Show off your upcoming events)
- Event Categories module (Show events from a specific category)
- Calendar module (Show your events inside a calendar module)
- Google Maps Module

General Features

- Intuitive user interface
- Comprehensive User Manual
- Professional Support
- Full CSS styling capabilities
- Additional Payment plugin options are available (sold separately)
- Built in Events Calendar
- Custom event registration forms

Front End Features

- Intuitive front end interface for your visitors
- Front End event management for approved users
- Event Search
- Search Engine Friendly URL's
- Registrants can register to multiple events and checkout all at once
- Easy event registration process
- Event Calendar, Event List, Category, and Daily Event Views
- Event Detail Pages
- Offer multiple payment options
- Multiple event tickets (Offer multiple ticket choices for each event)
- Sell additional sale items like books, lunches, or Dinners
- Fully customizable event registration forms
- Cart style checkout

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- Confirmation of chosen tickets and quantities
- Multiple Ticket Discounts are automatically displayed and applied
- Early Registration Discounts are automatically displayed and applied
- Offer both Free and Paid events
- Registrant confirmation emails
- Users can select Calendar or List views for their own preference of browsing your events
- Show your event seat capacities on the front end. (available, registered, max seats)
- Google maps links to the event locations
- Attendee list can be set to public or hidden for any given event
- Public or registered users only events
- Automated event reminder emails
- Customized and personalized Thank You pages
- Individual or Group Registration
- Offline Payment Option- You can collect payments via mail, fax, pay at the door, or phone
- An event that is not free for participants can be configured to require billing and payment information (or just billing in the case of payment by check) from the participant during the registration process
- If a single organization wishes to register multiple people to attend an event, they may choose multiple quantities of event tickets and the registration form will be shown multiple times to collect the information for each individual attendee and then be paid for all in one shot
- Group registration features allow people to purchase multiple quantities of a ticket and only fill out one registration form.

Administrative Features

- Simple event setup process allows people familiar with the system to set up new events to begin taking online registrations within as little as five minutes
- Automatically generates a series of event and registration web pages on your site for every event that is created.
- Administrators can summarize the event details using text, photos, and links
- Allow multiple payment options - create multiple "tickets" for each event meaning that they can have, for example, separate tickets for event admission, breakfast, lunch, dinner banquets, etc. Each event ticket option can have tax added to it if the administrator chooses to do so
- Complete event reports and export event report data to Excel
- Search events, registrants, emails, etc from the back end via the advanced search area
- Manually register someone to an event

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- Custom event registration form builder
- Check boxes and radio buttons can be displayed vertically or horizontally Groups - separate your form fields into separate groups
- Single select drop down form fields
- Multiple select form fields
- File upload form fields
- Text fields
- Text Area fields
- Password fields
- Calendar date fields
- Multi select check box fields
- Single select check box fields
- Color code your event categories
- Customized date and time formats
- Display latest events in a module
- Display events from a particular category in a module
- Use the same form for all events or create multiple forms for a mixture of events
- Preformatted fields to collect First Name, Last Name, and Email address information upon registration to an event is automatically generated as mandatory fields when creating a new registration form
- Every custom registration form can have its own "Thank You" page associated with it
- Allows the event coordinator to control when participants may register for their event using explicitly stated registration published start and end dates
- Designated registration periods.
- You can cut off registration to an event days before the actual event date so that you can better prepare for the event without getting last minute registrations.
- Ability to add or delete participants. The event coordinator may delete registrations for the event at anytime
- Allow administrators to choose whether an event is viewable by public/registered/special members
- Archive old events automatically if they are past a certain amount of days
- Administrators are able to view the transaction data for the individuals that register to an event.
- Robust reports for each individual event can be printed out
- Reports give the administrator a very clear view of the data collected from the registration forms and the ticket options that were chosen at the time of registration



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- Reports show data like name, email address, registration date, data collected from the registration form, ticket choices, income of event, and tax amounts collected
- System is set up to notify event coordinators by email when activities occur within their events. Email notifications include: when a participant registers for their event the admin can email all registrants of an event or email only selected registrants of an event. Confirmation emails are sent to event registrants and you can choose to have a reminder email sent to the registrant "X" many days before the event Location Manager Ability to use unique email addresses or not Custom email messages Email individual or selected registrants of an event
- Default Currency setup
- Ability to create \$0.00 tickets
- Ajax Features
- Sell Additional Items such as Books, lunches, dinners, etc at the time of registration
- Max Event Capacity Cutoff function
- Registration Cut-Off Date
- Easy to customize text from within the language file
- Multi-language support using language file edits.
- CSV Export of registration records
- Mass Email to all registrants of an Event Transaction Details can be sent in the registrant's confirmation emails.
- Show the number of people registered to an event and how many seats are still available.
- Multiple events can use the same registration form Ability to edit registration records easily from the back end
- Automated and customizable event reminder emails

Membership Management

- Streamlined administrator interface which can even present you an interactive sales graph and sales report
- Rich membership levels (subscription packages) editor which allows you to choose different images for each of your memberships and even a different order confirmation and order cancellation text to show to your users.
- Easy interface
- Users can upgrade or expand (renew) their membership. Renewing a membership will create a new membership which becomes valid the very second their old one expires. Users do not lose any of their membership time when renewing, unlike most other membership systems out there.
- Full support for delayed payments, e.g. when using e-checks with PayPal.
- Discount coupon codes which allow you to set an absolute money value or percentage discount for all or a specific membership level and user, have publish up/publish down dates or a usage limit (e.g. the coupon code is valid only for the first 100 people to use it) – or a combination of any and all of the above!
- Automatic discounts for upgrading or renewing memberships based on the membership level and days of presence in the membership package. This allows you to easily create rules like: 30% discount if you renew up to 30 days before the end of your subscription, 15% discount if you renew within the last 30 days, no discount otherwise.
- Full support for complex tax calculations based on country, state and ZIP code.
- The membership form can work with or without Javascript. With Javascript it becomes a fully-fledged, auto-validating membership form. Without Javascript it works as a standard web form, accessible to users who do not wish / cannot use Javascript on their browser.
- Send emails to members upon membership, when their membership /payment status changes and when their membership is about to expire.



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Contract clarification based on 10/16/2014 ERICSA Website Kickoff Meeting

Client: Eastern Regional Interstate Child Support Association (ERICSA)

Contract Start Date: 10/1/2014

Contract Start Date: 10/1/2016

Contract Start Dates and End Dates are determined by contract signature which is when Courtland Consulting also began work on the project.

Website package includes:

- 1. Initial web design and implementation of content management system website template (standard web design theme template from Courtland's template library)**
 - responsive website design theme (desktop/tablet/mobile phone compatible)
 - It will also work with the latest browsers
 - tools (blog, media manager/gallery, newsletter/eblasts)
 - online HTML forms (Optional Donation, Contact Us and Sign Up for newsletter/eblasts)
 - one free implementation training on how to maintain the website (one 2 hour session for up to designated staff)

Site includes ability to set privacy to pages and documents to website. The current Board portal can be transferred over to the new website. Tim provided Courtland access to current website.

Event Registration Management and Membership Management systems

Key features:

- Membership form
- Conference registration form
- Contact management via a client relationship management system
- Email template design

Ongoing services:

- Website hosting (10GB of web space)
- Quarterly content management system security patches and upgrades



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- Website help desk support and online training
- Client's website is featured in our online portfolio

2. **FREE Website Implementation Training**

3. **(Optional) Social Media Integration on Website**

ERICSA Committee did not approve

4. **Secure Socket Layer Certificate [highly recommended for protecting web databases and HTML credit card payment forms]**

ERICSA Committee approved purchase of SSL Certificate. Committee will get back to Courtland on payment gateway processor.

5. **(Optional) Stock Photography**

ERICSA Committee has enough photos to use. Template will come with a couple icons and stock photos.

6. **(Optional) Domain Names**

ERICSA owns the **Ericsa.org** domain name. Tim will send Courtland the domain account information for the site implementation.

7. **Website Maintenance**

Nonprofit Discount Rate \$65.00 per hour