



Lake Chelan School District

2020 - Website Development & Design

Jenn Tate, Owner
Earth & Sky Studios, LLC
101 North Glover Street
PO Box 348
Twisp, WA 98856

The team at Earth & Sky Studios, LLC, is pleased to present this proposal for Website Development & Design to the Lake Chelan School District.

The Earth & Sky team is one of the leading web development companies in North Central Washington. We boast a 20-year track record of delivering results to businesses and organizations of all types and sizes — including brand development, integrated strategic campaigns, printed materials and more.

Four years ago, Earth & Sky owner Jenn Tate purchased a real estate web design company out of Chelan. Cevado Technologies is known for their award-winning, high-end tourism and real estate websites throughout the United States and Canada. For over two decades, Cevado has been dedicated to innovation, development, and award-winning support for our real estate clients.

With this collaboration, we are able to offer out-of-the-box strategies and creative power, as well as the experience and know-how to pull it off.

Together, we are a company of 19 people. Our smaller size is ideal for being able to change or adapt quickly as needed. It also allows us to ensure that we are providing consistent world-class customer service. Our team enjoys what they do and where they work. We experience infrequent turnover and enjoy a rich work culture. It makes a difference for our clients who have chosen to stay with us for over a decade!

We are confident that our marketing expertise will result in a user friendly, integrated website that strengthens your digital offering presence and appeals to people seeking information and resources in your school district.

The Earth & Sky team has worked with a variety of organizations including Methow Valley Education Foundation, Lake Chelan Community Hospital, Family Health Centers, Okanogan County Child Development Association, Scenic Washington and Okanogan County. We have excellent, long-standing relationships with our clients and a sustained track record to show for it. We are confident that our expertise in building websites for foundations and organizations will create an outcome that is beneficial to your mission.

Thank you for this opportunity. We look forward to working with you.



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Project Description

WEBSITE DESIGN

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Earth and Sky Studios will work with you to design a custom, mobile-first, intuitively designed website for the school district. The completed website will maintain branding and visual identity, with a streamlined and user-friendly renovation.

Project will include the following:

- All content from current site migrated to a new website
- An easy-to-use Content Management System (CMS) and intuitive navigation (Wordpress)
- Clean and focused design (maintaining the look and feel of your organization, but with easier access to changes in design and formatting)
- Built with search engine optimization (SEO) best practices in mind
- Social media integration (share buttons, follow buttons, etc. – also will ensure webpage thumbnails appeal in social media shares.)
- Responsive design with optimized display for mobile viewers
- Training on how to use the backend of your new website.

Website outline:

HOME PAGE - Includes mission statement, call-outs to most current and important resources, and link to sign up for weekly email updates.

EXPLORE - A list of options encompassing all previous easy-to-find navigation.

Staff, News, Events, and Documents Headers.

Home Learning Resources - Home Learning Resources, Fitness Options, CSI, MOE P.E., MOE Music, SLP (Speech-language pathologists), Summer Learning Resources, Zoom Tutorials, Occupational & Physical Therapy

About Us - A description of the district, who the district serves, and the community that the district is a part of.

Employment - Application Procedures including Links to Open Positions, Instructions, FAQ, and PDFs pertaining to types of positions.

Forms - Forms for Parents/Community, Staff, & Students. Links to all categorized forms are downloadable.

Chromebook Policy - Pulls up Chromebook Procedure Document, in English or Spanish

Required Immunizations - Links to Current Immunization Requirements, in English or Spanish

Counseling Corner - Linked to MOE Counseling Corner website of accessible resources

MOE Menu - Cafeteria Menu, Free/Reduced Meal Application, Newsletter in English & Spanish, USDA Non-Discrimination Statement with Links.

School Board - Information about the board, links to current agenda, contact information, list of current board members with bios. Clickable links for Previous Agendas, Minutes (in English & Spanish), and Policies.

Transportation - Weather Alert Information; Contact Information; Bus Rules (English & Spanish); Bus Route names, numbers, schedules; Walking Map; Bus Expectations; Student Expectations

Food Services - Contact Information; School Menu Links for MOE & CHS/CMS; Online Payments; New Items Added; Newsletters in English & Spanish; Links for Free/Reduced Lunch Application; Information & FAQs; LCSD Nutrition, Health, and Fitness Policy; plus USDA Non-Discrimination Statement.

Harassment, Intimidation, and Bullying - Links to HIB-Policy, Procedure, Incident Reporting Forms (English & Spanish)

LCSD Calendars - Current Year (in English & Spanish), Preschool, Play & Learn, Holden Village, Afters Program, Chelan Music Department, and Next Year's Calendar (in English & Spanish)

(Kindergarten) Registration - New Kindergarten Registration page, and Instruction Page complete with links. Also included is Registration for all Students Forms (in English & Spanish). Links to Medical Forms. Contact information, and answers or links for FAQ.

CHS/CMS Menu - Cafeteria Menu, Schedule/Changes, Free/Reduced Meal Application, Newsletter in English & Spanish, USDA Non-Discrimination Statement with Links.

For Parents - AFTERS Program, Annual Notifications in English & Spanish, Citizen Complaint Procedures, LCSD Calendars, Food Services: Important Information and FAQs, FORMS, Homeless Education Resources, Parent Involvement Policy, Newsletters, Internet Safety for Teens, PARENTS RIGHT TO BE INFORMED

District Programs - About Special Services, Highly Capable Program, Health Services/Nurses, Homeless Education-McKinney Vento, Psychology/Counseling Services, Section 504, Special Education, Staff, Play and Learn Group, ECEAP, Title I, C - Migrant, Community Resources, District Programs, Title I, Part A, Title II Part A - Teacher & Principal Quality, Transitional Bilingual Instructional Program and Title III, Parents Right to Be Informed, Preschool

SAT- Registration - Link to website

Highly Capable Nominations - Referral Forms in English & Spanish, Annual Notification, Highly Motivated Resources

Pandemic EBT (P-EBT): Emergency School Meals Program - FAQ - 17 Questions & Answers, Plus USDA Non-Discrimination Statement Link.

SITES - List of Campus and Programs linked to corresponding webpages.

The Following all include: Mission Statement, Sites List, & Language Option.

District - (See Above)

Lake Chelan High School - Resources, Enrollment, News, Events, Live Feed, Menu, Contact, Quicklinks, & Stay Connected.

Explore: Staff, News, Events, Cafeteria, Documents, Athletics Links

CHS/CMS MENU

FOR STUDENTS: Daily Schedule, Calendars, Skyward, Community Service, WCAP Practice Tests, Yearbook, Student Surveys

CLUBS / ACTIVITIES

CAREER CENTER

HARASSMENT, INTIMIDATION AND BULLYING: Links to HIB-Policy, Procedure, Incident Reporting Forms (English & Spanish)

HIGHLY CAPABLE PROGRAM

LIBRARY:

FOR PARENTS: Skyward (Student Records), Student Attendance Information, Annual Notifications in English & Spanish, OSPI Written Citizen Complaint Procedures, PARENTS RIGHT TO BE INFORMED, Daily Schedule, Parent Involvement- Policy 4130, Scholarships, Food Services, Homeless Education Resources

FOR STAFF: Resources, Resources for Future Planning

CHROMEBOOK POLICY: In English & Spanish

COURSE CATALOG (Upcoming Year): In English & Spanish

DAILY BULLETIN

ATHLETICS: Sports Participation, Family ID/ Sign Up HERE, Schedules, Athletic Hall Of Fame, CABE Membership Form, (Current Year) Golf Schedule- PDF

FORMS: For Students, Staff, Parents/Community

ONLINE PAYMENTS: Sign In

LCSD CALENDARS

STUDENT-PARENT HANDBOOK: In English & Spanish

SENIORS: Spotlights, Spring Student-Athlete Spotlight

[Lake Chelan Middle School](#) - Resources, Enrollment, News, Events, Live Feed, Menu, Contact, Quicklinks, & Stay Connected

Explore: Staff, News, Events, Cafeteria, Documents, Athletics Links

CHS/CMS MENU

LIBRARY

FORMS: For Students, Parents/Community, Staff

HARASSMENT, INTIMIDATION AND BULLYING: Links to HIB-Policy, Procedure, Incident Reporting Forms (English & Spanish)

YEARBOOK

DAILY BULLETIN

ATHLETICS: Sports Participation, Family ID/ Sign Up HERE, Schedules, CABE Membership Form, CMS Volleyball 2019 Schedule, CMS Cross Country Schedule, CMS Football Schedule

FOR STUDENTS: Daily Schedule, The Jack Kent Cooke Foundation Youth Scholarship - 7th Grade, WCAP Practice Tests, CMS Supply List

ONLINE PAYMENTS

LCSD CALENDARS

SUITE360

FOR PARENTS: Annual Notifications in English & Spanish, OSPI Written Citizen Complaint Procedures, Skyward (Student Records), PARENTS RIGHT TO BE INFORMED, District Calendars, Food Services, Homeless Education Resources, Parent Involvement Policy 4130

ACTIVITIES: 6th Grade Outdoor Education Trip, Afters, ASB- CMS, Band, Choir, Fabrications, Gear Up, Knowledge Bowl, CMS Drama Club, Science Olympiad, Yearbook

AFTERS

5 YEAR PLAN

HIGHLY CAPABLE PROGRAM

[Morgen Owings Elementary](#) - Resources, Registration, Application, News, Events, Live Feed, Menu, Contact, Quicklinks, & Stay Connected

Explore: Staff, News, Events, Cafeteria, Documents

MOE MENU

AR PROGRAM

FORMS: Students, Parents/Community, Staff

MOE STUDENT LINKS

REQUIRED IMMUNIZATIONS: In English & Spanish

KINDERGARTEN REGISTRATION

LIBRARY: Free Reading Resources, Online Catalog, Open Ebooks, Children's Choice Picture Book Award nominees (grades 1 through 3), Sasquatch Award nominees (grades 4 through 6), Classic Literature Grades 3-6, Classic Literature Grades 5-8

TECH CONNECT

FOR TEACHERS: Math Google Site, Teacher Links

HARASSMENT, INTIMIDATION AND BULLYING: Links to HIB-Policy, Procedure, Incident Reporting Forms (English & Spanish)

HIGHLY CAPABLE PROGRAM

COUNSELING CORNER

PTO

AFTERS

FOR PARENTS: District Calendars, Annual Notifications in English & Spanish, MOE Drop Off / Pick Up System, Common Core State Standards/Smarter Balanced Assessment Tests, MOE Title I Parent Involvement, OSPI Written Citizen Complaint Procedures, PARENTS RIGHT TO BE INFORMED, Homeless Education Resources, Parent Involvement: Policy 4130

LCSD CALENDARS

PRESCHOOL

Chelan School of Innovation - Resources, News, Events, Live Feed, Menu, Contact, Quicklinks, & Stay Connected

Explore: Staff, News, Events, Cafeteria, Documents

About CSI

CSI Application

CSI Student/Parent Handbook

LCSD Calendars

For Parents: Notifications in English & Spanish, Parents Right to be Informed in English & Spanish

HARASSMENT, INTIMIDATION AND BULLYING: Links to HIB-Policy, Procedure, Incident Reporting Forms (English & Spanish)

RECOMMENDED READINGS & MEDIA

Holden Village School - News, Events, Live Feed, Menu, Contact, Quicklinks, & Stay Connected

Explore: Staff, News, Events, Cafeteria, Documents

ABOUT US

HIGH SCHOOL

FOR PARENTS: Annual Notifications in English & Spanish, State Approved SES Providers, OSPI Written Citizen Complaint Procedures, Parent Involvement Policy 4130, District Calendars

NEWSLETTERS

STUDENT RECORDS

PHOTOS & VIDEO: What is Community? Link

ELEMENTARY

FORMS: Staff, Students, and Parents/Community

District Programs - All special services provided by the district with descriptions including contact information & documents links

LANGUAGE - Easy to find option for English or Spanish.

NEWS - Articles, updates, resources, and all pertinent information.

EVENTS - Competitions, Meetings, Contests, and all scheduled events.

MENU - Links to Faculty & Staff, News, Events, and Documents

CONTACT - Information for Lake Chelan School District

QUICK LINKS - List connecting to Homeroom, Canvas, Apex, Skyward, Office 365, Absence Management, and Safe Schools Training.

WEBSITE HOSTING

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Cevado Technologies will provide the technologies and services needed for your website to be viewable on the internet, safe from hackers, updated monthly on the backend for security and safety, and regularly monitored for issues. We will also be on hand for training, support and any ongoing help that you need.

Billing

We will invoice the setup of this site in three phases - the first upon acceptance of this agreement, the second after the site has been built and populated with content and is ready for in-depth review, and the final at site launch.

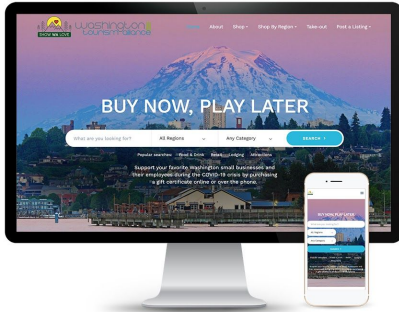
Hosting will be billed monthly through Cevado Technologies at \$120/month.

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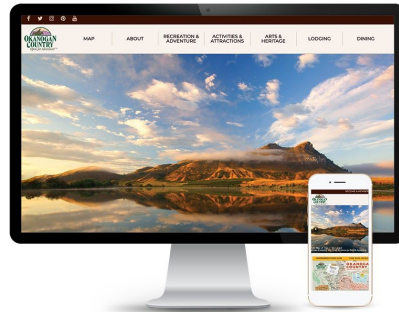
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Examples

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<https://showwalove.com/>



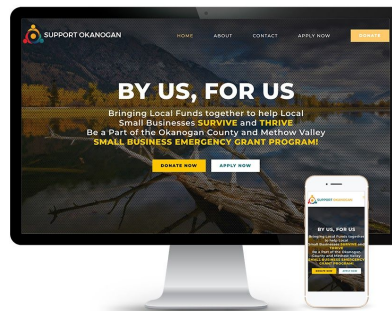
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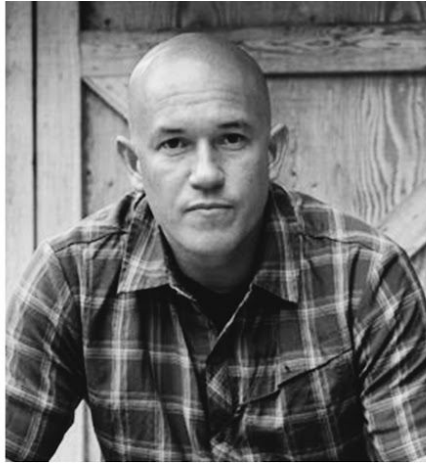
<https://goodkarmawines.com/>



<https://myfamilyhealth.org/>



<https://supportokanogan.biz/>



The Earth & Sky Team



We are Earth & Sky Studios

Team-based inspiration and innovation

Jenn Tate

Jenn@earthandskystudios.com

As owner of Earth & Sky Studios, LLC and point person for Strategic Planning, Jennifer Allen-Tate is a dynamic, creative, and competent leader. She brings 14 years of online and offline design experience to the company. She was raised on the Cassimar Bar area of Brewster, WA, and attended elementary school there before moving to the Methow in high school. Her team of marketing professionals is focused around her commitment to excellence, integrity and passion for what they do. Jenn has a proven track record in Marketing & Advertising, Videography Production, Graphic Design, Website Design & Development, Search Engine Optimization and Marketing, Social Media Marketing, Business Leadership, Project Coordination, Group Leadership and Volunteer Organization.

Vada Morrison

vada@earthandskystudios.com

Creative Director of Earth & Sky, Vada Morrison, has been a lifelong artist. At 12 years old, she taught herself to use the Adobe Creative suite and went on to study Graphic Design at the Art Institute of San Antonio after high school. She has now worked as a graphic designer, photographer, and visual artist professionally for over 5 years. At Earth & Sky, Vada is responsible for layout design, branding and logo design, photography and photo retouching, website creation, video editing, and deliverables design and creation. She brings polish and style to the company.

Emily Abbott

emily@earthandskystudios.com

Emily serves as Earth and Sky Studios LLC's Digital Brand Manager and graduated from Western Washington University with her Bachelor of Arts Degree in Communication Studies along with a minor in Music. She has a passion for producing excellent work and communicating a desired message in the most effective and appealing way possible. Emily is responsible for creating social media content, graphic design deliverables, photography, video production for online and television, and studio voice recording for audio narration and has a gift for creating stellar, engaging social media marketing strategies.

Vanessa Calhoun

Vanessa is the Marketing and SEO manager at Cevado Technologies. Vanessa has an AAS in SEM, a BA in Internet Marketing and an MBA in Marketing. Vanessa is a certified customer value optimization specialist, a certified content marketing specialist, a certified customer acquisition specialist, a certified email marketing specialist, a certified social & community manager, a certified search marketing specialist, a certified analytics & data specialist, a certified optimization & testing specialist, a certified Google partner and a Bing ads accredited professional. When it comes to SEO, SEM, PPC, CRM Management and developing strong marketing campaigns, Vanessa is the woman behind them.

Chris Raines

Chris Raines has spent the last two decades owning a web design company in Chelan, Washington. He sold his company in 2016 and has since been the Senior Designer for Earth & Sky. Chris's role at Earth & Sky is, in his own words, "I take parts and pieces that don't look like much on their own, and blend them together to create beautiful communications and marketing tools for our clients."

Vicky Valdovinos

Vicky is a designer at Earth & Sky. She received two BA degrees, in graphic design and business, from Central Washington University. Vicky brings a phenomenal work ethic and strong design portfolio to our team. She creates and designs websites, maps, ads and printed deliverables. Vicky is also a photographer and owns a brewery with her husband.

Ilsa Bowman

Ilsa is an editor and content writer with a varied background in hospitality and public relations. She moved to North Central Washington in 2018 and brings insight and experiences from both sides of the mountains to our company. When she's not learning and applying all the ins & outs of communication, design, social media campaigns, and researching for her next article - you can find her in the Okanogan Highlands. Working and volunteering in her community are her favorite pastimes, along with gardening and horseback riding.