Key Dynamics

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16 N. MARLIN AVE. • KEY LARGO, FL 33037 • 305/451-9295 • JACKIE@KEY-DYNAMICS.COM • WWW.KEY-DYNAMICS.COM

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Proposal for creation of new website for
Key Largo Fire Rescue & EMS District

Overview

The Fire District's website must convert to a new site no later than July 9, due to changes at the hosting company, or have the site come down.

This proposal covers three areas – appearance, functionality and simplicity. The appearance can be updated and modernized to a great extent. Much of the text on the site is invisible in two of the most commonly used web browsers (Internet Explorer and Chrome), although it can be seen by some. That may have something to do with the way the text was imported or formatted, or even the background chosen for the site.

Improving functionality, by reducing the number of tabs/links, will also simplify the site. Not everything needs to be on the site. Monroe County's government site – a stellar example of appearance and functionality – keeps only the current calendar and agenda "live" and archives five years. I recommend following that example, if governing legislation allows it.

Proposal

In making these recommendations, I used my own experience with websites gained in the last seven years with the Key Largo Chamber of Commerce (two redesigns) as well as creating my own website and others. I also referred to the Monroe County government website, which not only looks great and is easy to use, but is updated regularly.

I propose the following:

1. Reduce the number of buttons/links from 17 to 8. Here are the details:
    - Commissioners
        - Portraits, brief bios and e-mail links to each commissioner
    - Departments
        - Add "Volunteer" to this page
        - Include, if possible, a form that allows potential volunteers to contact the departments to express an interest in joining
        - Updated overviews of each department, including text and images
            - Ambulance corps page has information referenced above on it dating to 2007, and it appears on two other pages.
            - Fire department page says "under construction"
    - Reports (could be renamed to be more inclusive)
        - Fire department evaluation
        - Management assessment from 2007
        - Press releases
        - Procedures report

- o Commissioners' letters
- Legal (working title)
  - o Includes legislation, ordinances and resolutions subpages, if possible
  - o RFPs
  - o Proposals
  - o Archive anything older than 2011
- Agendas, minutes and meetings (combined under one header). Needs shorter title
  - o Archive all meeting dates, agendas and minutes older than 2011
- Links
  - o Includes "Associations." Is the Fire District is a member of all the associations? If not, consider removing them. *Note: Many of the links under "Associations" are not live.*
- Financials (working title)
  - o Budgets
  - o Bid packages
  - o Audits
  - o Financial reports
- Archives
  - o Everything older than 2011
  - o Archived items would be visible as links, not images as is currently the case

Possible additions

- Gallery page. Allows refreshing of the site through the addition of photos; shows the dynamic natures of both departments.
- Search function

Remove
- "Administrator" tab; can be added back when a new administrator is hired. Right now Bruce Stoll is featured.
- "Projects"; information placed on other pages
- "News/Press Releases"; information placed on other pages

Fees
I will make all the changes described above, if all options are available under the district's agreement with the webhost. Fee: $2,300

Other recommendations
If Key Dynamics Coaching and Consulting gets the contract, I would make the following recommendations:
- A board contact be named to approve early design changes so the site can be implemented smoothly, and to be the point person for the board should other questions arise.
- All existing content will edited and migrated to the appropriate page.
- All additional content, including text and images, will be provided by the district, the fire department or the ambulance corps, as appropriate. All content will be edited for grammar, sense and spelling.
- Website needs to be updated regularly, i.e., at least once a month.