

## **PPPA Web Site Recommendation**

### **June 12, 2020**

*The Web Advisory Committee proposes that  
The PPPA contract with Carnevale Designs to build a web site  
As described in the Carnevale Web Services Proposal dated April 16, 2020,  
At a cost not to exceed \$1200  
And based on the content and specifications developed by the Committee.*

*Learn more about it at the future home of the PPPA web site:  
[www.PerkinsPond.org](http://www.PerkinsPond.org)*

The proposed web site will support the PPPA in carrying out its mission. The PPPA will use the site as a prime communication tool. Everyone associated with Perkins Pond will benefit from having, accurate, accessible information. This will be a simple web site but with customizations to tailor it to meet PPPA needs. The Web Committee has spent nearly a year designing it.

At the Fall 2019 PPPA Meeting, President Ellen Winkler announced formation of a "Website Advisory Committee" consisting of Margaret Marder (Chair), Sue McKee, Robert Evans, Steve Mietalski, Steve Priest, Robin Saunders, Anne VanTine. Its assignment was: to develop a proposal for implementing a PPPA website.

In March 2020, the project was divided into two phases. Phase 1 is a simple web site that mainly provides information. Phase 2 is optional and may in the future provide more complex functions. The recommendation made at for the Spring 2020 meeting is only for Phase 1.

The Web Advisory Committee did the difficult tasks of defining what we want:

- Content: The committee created a list of all possible topics. Over several iterations they clarified the site purpose and focused the list of content on a manageable set of topics. and created an initial draft of how they would be linked.
- Specifications: The committee agreed on needed features. One requirement is to be easy for a nontechnical person to update. This is more challenging for the developer to design and build but will increase the usability and reduce cost in the long run.
- Technologies: The committee members explored alternative content management technologies such as Wordpress and site-building products like Wix and Squarespace .

The Committee considered alternative approaches to development:. A simple web site could be created quickly by an individual at little cost. But most people who could do this already have demanding jobs and other commitments or interests. A volunteer with limited knowledge might make choices that limit long-term usefulness. And a volunteer could not be held to a schedule.

The Committee recommends engaging a professional developer whose job includes staying current with this rapidly changing set of technologies. A professional has a versatile set of tools and experience to apply to meet our specific needs. This person would already have an established process for gathering input, prototyping and incorporating feedback.

Four local web developers submitted proposals. Paul Carnevale of Carnevale Designs stands out as having both the needed skills and a reasonable price. The Web Committee likes Paul's development process of feedback iterations with the customer Paul is an experienced professional developer with technical depth and a focus on non-profit organizations. Paul's quote of \$1200 is the lowest we received and a very good value.