



63930 Old Bend-Redmond Hwy  
Bend, Oregon 97701  
james@jameswebdesign.com  
www.jameswebdesign.com

Robert: It was great talking to you today about website possibilities. I think it would be a fun challenge to help make the website all that it can be and let it help your organization improve and streamline its marketing and administration.

The website upgrade I had in mind for the current features of the site would include a complete redesign of the current content and a new visual design including new colors, re-organizing of the current structure of the site for easier use. I can make the new site look and work like the Old Town website we discussed. This work shouldn't exceed 16 hours (\$1000).

As part of the redesign, it could be great to add in the ability for students and faculty to log in and access their own special sections of it. Such as faculty could upload their class outline, music charts, video tutorials, etc for each class. Students could access these resources too. There could also be resources for parents on the site. I feel that this could tremendously add to the value of classes, as students would have easy and multimedia resources to support their lessons even if they're away or miss a lesson. This would require faculty to do a bit of prep at the outset, but once these resources are created, then they can use and refer to them in the future. This can also help advertise the school, by having a select number of introductory video lessons online for Google searches that lead viewers to sign up for further study. When Google searches are done, very often YouTube videos show up the results of the homepage, and having a video is often a clever way to have a presence on the first page of Google results. This would be a bit of work and probably cost around \$2000.

As we discussed, it is also possible to fully integrate the classes database and the enrollment process into the site itself which would give you your own system custom tailored to your needs and streamlined by us to make all the administration easier and more automated. I plan on meeting with Carly next week to better understand the ProClass challenges and process. After that meeting, I should be able to offer some ideas about how we can integrate the classes and the enrollment process by creating a custom system.

Thanks for meeting with me today. I plan to be there around 2pm on the 16<sup>th</sup> to meet with Carly, so if you have any questions for me we can talk in person. Otherwise, feel free to call me or email me anytime to discuss.

Thanks, James Hutchens  
541-815-8195  
james@jameswebdesign.com