Pro Bono Agreement Between
PPCC Paper
and

Students of Course MGD 242, "Web Architecture Open Source"
Pikes Peak Community College

THIS AGREEMENT made and entered into this 18ʰ day of November in the year 2020 by and between PPCC Paper – PPCC online paper hereinafter called The Paper and Students of Course MGD 242, "Web Architecture", hereinafter called The Students, witnesseth:

1. Work to be completed by The Students will include designing the following:

    1.1. Design of website using the Wordpress platform

2. In consideration of THE PAPER's obligations hereunder, The Students:

    2.1. Agree to complete the above components of the THE PAPER Website, including plugins, sample pages, posts and Galleries.

    2.2. Will make changes to interim versions to the above components as may be required by THE PAPER and will perform adequate testing of the final versions to ensure that they meet both THE PAPER and industry quality standards. *The specific requirements are outlined in the attached document "Requirements".*

    2.3. Warrant that they will obtain the rights to all materials utilized and included at their discretion.

    2.4. Warrants that they will provide THE PAPER with acceptable documentation on all required rights and permissions for the materials used (per The Students' discretion) on the above components.

    2.5. Agree to work with and consult with the THE PAPER staff and other specialists, as THE PAPER shall direct, provided such consultation does not obligate The Students beyond the scope of this agreement.

    2.6. Acknowledge that the work described herein is pro bono and grants to THE PAPER its successors, and assigns exclusive rights to all new materials produced under this agreement, including graphics, video, and any authoring code or software developed for the exclusive use by THE PAPER.

3. In consideration of The Students' obligations hereunder, THE PAPER:

    3.1. THE PAPER shall not profit from student work without express consent from the Students and Instructor. THE PAPER agrees to honor the student's wishes towards the condition of publication. If any designs are chosen then there shall be an agreement between the student (on an individual basis) and THE PAPER for compensation using the following options through a separate agreement:

        3.1.1. Monetary

        3.1.2. Instructional credit

        3.1.3. Combination of the two

3.2. Agrees to provide The Students access to the following media materials as requested by The Students:

    3.2.1. Existing graphic elements and resources that support the subject matter of the above components.

    3.2.2. Existing graphic and media elements that communicate THE PAPER identity to include company logos, fonts, photos and audio.

3.3. Agrees to provide final content as required to complete each of the components by its scheduled due date as specified in the project schedule, unless otherwise negotiated with The Students.

3.4. Will meet to consult with The Students, and others as needed, to determine overall design and will provide complete and timely feedback to The Students as required.

3.5. Agrees to notify The Students of significant changes as far in advance as possible (a minimum of twenty-four (24) hours in advance), and will document requested changes made of The Students via e-mail.

3.6. Agrees that The Students will receive credit for their work on the above components.

3.7. Agrees that The Students may include samples of the finished product in their promotional materials, provided that the samples are used only to represent the quality of The Students' work, are free of other copyright protection, and in no way constitutes competition with THE PAPER.

3.8. Understands that this agreement covers activities for the duration of Spring Semester 2016, which extends from Jan 18, 2016 through May 8, 2016. The Students are not required to perform additional modifications or development to the site after May 8, 2016, except as mutually agreed to by THE PAPER and The Students (See section 3.1).

4. All work under this agreement shall be subject to the following guidelines, constraints, and limits:

    THE PAPER understands and acknowledges that the work done under this agreement is pro-bono, accomplished for no exchange of funds between THE PAPER and The Students unless any designs are used for monetary gain on the part of THE PAPER which requires a separate agreement between the individual student and THE PAPER.

5. This agreement shall be binding upon and inure to the benefit of the successors and assigns of The Students and the successors and assigns of THE PAPER

6. Nothing contained in this agreement shall be deemed to constitute the relationship between THE PAPER and The Students as that of partners of joint ventures, nor principal and agent, or employer and employee. THE PAPER and The Students expressly agree their relationship is that of independent contractors.

7. Any modification of this Agreement or additional obligations assumed by either party in connection with this agreement shall be binding only if evidenced in writing signed by each party or an authorized representative of each party.

IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written.

THE PAPER   The Students

By_____   By_____

                                             Peter Strand
PPCC The Paper   Instructor, MGD 242

Requirements

Your Organization's Purpose

Mission Statement (*Brief paragraph describing the reason for your organization's existence*)

The Paper at PPCC focuses on the student experience. It illustrates the strength and intellect of the campus community by exploring events, important news topics, arts and culture, and opinions on campus. The intention is to not take an editorial stance as various points of view are published as long as the content is verifiable and sourced well. *It is also intended to engage students in local activities and clubs.*

Vision Statement (*Where does your organization want to be in 5 years? This is your "dream".*)

The Paper at PPCC would like to get more students involved, informed and actively engaged with their community. The Paper representatives would like to see higher traffic on their site and keep their readers engaged. *Updated, easily accessible, user friendly, a great outlet for students and teachers alike to gather information.*

What is the primary purpose of the site (*What is the main thing you want users to do when they come to your site?*)

The purpose of this site is to attract viewers and keep them engaged with information about events, news topics, art, culture, and opinions on campus on Desktop as well as mobile devices. It should be maintained as a "sticky" website. Students should easily access information without getting lost. It should be user friendly

Corporate Identity (if different from the existing website)

Your corporate identity includes logos, trademarks, catch phrases/ slogans, colors, or other assets that need to be a part of the Web site design

1. **Do you currently have a corporate logo?**

   The current logo is on the site, but the PPCC paper is open to new logo ideas presented by students and the website designer.

   If "Yes", please provide either a URL or a digital copy if possible. If all you have is a paper copy, please provide it, along with any specification (color, typeface, etc) you have.
   Presently:

2. **What is your corporate color scheme?** (*If you don't have any, we will define your color preferences later*)

   The current color scheme is blue & white, the PPCC paper is open to new colors & ideas. **PPCC school colors. Available on the branding resources page of ppcc.edu: https://www.ppcc.edu/marketing/ppcc-brand** Burgundy and orange have been suggested. Currently the background and layout situation is too stark.

3. **Do you have a phrase or motto that describes your identity or purpose? If so, what is it?** (*Examples: "Life Made Easier", "Where America Shops for Shoes", "Debt Relief is a Phone Call Away", "Defending the American Dream", "Learning to Do, Doing to Learn, Earning to Live, Living to Serve."*)

   No existing motto…Some proposals:
   "illustrating the strength and intellect of our campus community"
   "Stories to highlight your day"

4. **Do you have printed marketing materials?**

They have posters and flyers on the campuses.

5. **How do you currently communicate with your customers or constituents, in order to build a stronger relationship with them (increased sales, donations, participation, lead, etc.)?** (*Check all that apply*)

   Email, submissions, blogs and comments open to students.
   Communications on opportunities to be a part of the journalism department. *Advertisement in Stall Street in order let students know they have an extra outlet of information.*

6. **How will content be provided?**

   Content is created and posted on the site regularly. Content is currently provided in existing articles on the website

Your Customers/ Constituents

Although we obviously are designing a Web site for your organization, we must appeal to the users of the site in all aspects of design and functionality. It is critically important for us to understand who is or will be buying your products or using your services or supporting your cause.

7. **Primary Audience Demographics** *(This is your target customer or constituent. We use this information to design a "look and feel" consistent with the demographics of your primary audience.)*

   The target audience for the PPCC paper are students at PPCC, typically age range 18-25. Also, faculty and staff which requires an wide range of access

   7.1 User Characterizations
   (Descriptive terms, such as "High School Students," "Disabled Veterans," "Coffee Drinkers," "Young couples seeking childcare," "Cigar aficionados," "Seasoned travelers seeking adventure")
   College students, Faculty, Staff and PPCC community

7.2 Age Range *(Check all that apply)*
   All

7.3 Gender *(Check all that apply)*
   All

7.4 Annual income range *(Check all that apply)*
   Open

7.5 Highest Education level *(Check all that apply)*
   All

8. **User Technology usage**
   8.1 How computer- and Web- savvy are your primary and secondary/tertiary users?

   Average age of college students should have some expertise in technology. There is a mix of technical background, but trends towards web savvy. The site can employ some sophisticated UI/UX, but not rely too heavily on high level solutions

   8.2 How do you want users to be able to access your Web site? *(Check all that apply)*

   Users will be able to access the website from social media, PPCC website, Web searches, and more. Mobile, Tablet, and desktop are the target devices on PC/Mac as well as android and iOS.

   8.3 Is there a corporate standard browser your users are required to use? *(This primarily applies to intranet applications)*

   All browsers should have equal access

   8.4 Is there a corporate standard computer type/ operating system your users are required to use? *(This primarily applies to intranet applications)*

   PC/Mac as well as android and iOS.

Requirements

What is the main call to action on your site? (*What is the desired primary action for users coming to the site – can be more than one*)

Find all the information you need in one place with trusting sources. Sharing the articles & subscribing to newsletter/stories are the best call to action on the PPCC paper site.
Read Stories
Get information
Raise Awareness
To engage readers and expand the time spent on the site. Also, to solicit written content and media

What is the ways to achieve this action? (*Ie contact forms, newsletter subscriptions, product sales, Purchasing tickets*)

Content should have a more dynamic hierarchy so that certain articles have prominence. The ability to pin important articles. Secondary navigation can be more appealing and categories and tags can be streamlined. Sharing articles may be a way to expand the viewer base and ways to achieve this include a "share button" and a "subscription" form.
Larger Fonts
Maintain home page scroll
Post templates
Search functions can be more appealing

What are secondary actions on your site? (*Please list all the capabilities of the site…such as product sales, shipping requirements, email databases, contact forms, event calendars, ad rotators, special membership login levels, etc*)

Contact forms, intuitive event calendars, and article archive access. Establish an email database

Is there a wish-list for future functionality? (*Possible things the client might want in the future but either can't afford at the present time or is willing to explore expanding down the road*)

Subscriptions,
Third-party feeds
Photo and Video galleries
Other "sticky" strategies

What are some websites that you want to emulate?

Existing Proposal

Other popular news/Paper websites.

Is there other functionality you might want?

Newsletter
Email List
Blog/opinion
Events Calendar
Marketing & Communications area