MODI CREATIVE

October 11th, 2024

Pre-Proposal between *MODI Creative* and *Kansas City International Academy*

Website Redesign

The Challenge

KCIA's current WordPress (WP) website was built in Q1 of 2017. Industry standards recommend a site redesign/rebuild every 3-4 years. Because of the website's age, continued upkeep is more time-consuming, and substantial updates to the layout, design, and functionality of the website are limited. At 7+ years old, the KCIA website will become increasingly more challenging to update and repair. Most of all, it restricts the digital resources you can offer to current families, faculty, and prospective students.

The Solution

KCIA needs a website that serves as the primary digital hub for up-to-date information and resources. It needs to be intuitive to navigate and provide a platform where users can quickly and easily find what they need. It must include functionality for staff to post real-time updates and upload classroom resources. The website should be a clear representation of the vision and values that the Academy is built upon in the digital space - inclusive, diverse, and accessible.

Our recommendation is to create a brand-new WordPress website built on the Elementor framework. Building with WP and the Elementor framework allows for increased flexibility for the staff of KCIA to participate in the upkeep, and it helps safeguard against future depreciation as the website ages. Working with WP also allows us to create a website using the latest features and designs without the significant cost increase that accompanies an entirely custom-built site.

Below is an overview of key features included, estimated timeline, and base pricing.

Official timelines, payment terms, and disclaimers will be provided in the proposal once Board feedback is received and subsequent edits are completed.

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FEATURES	- Redesigned Look and Functionality - User Friendly - Mobile Ready - Multi-Language Translation - Password Protected "Staff Only" Resource Section - Careers Pages - Elementary and Middle School Landing Pages - Calendar of Events - Social Media Connectivity - Links to HR Resources - Documents Hub
TIMELINE	Dependent on Full Proposal *(typically 3-6 months)*
COST	$13,500

*The creation of written and photo/video content is not included, but can be added for an additional fee.

We're grateful to have been a part of this journey with KCIA since 2017, and we're excited to offer this next step to empower the Academy to continue serving the Kansas City Community!