

Virtual Meeting

April 21, 2020 | Time 10:00 AM – 12:00 pm

Main Outcomes	<i>Website Redesign, Conference and Budget decisions</i>
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	<p><u>Welcome & Agenda Review</u></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Amal Joury, Chair <input checked="" type="checkbox"/> Jane Chapman, Vice-Chair <input checked="" type="checkbox"/> Lu Anne Eyles, Executive Secretary <input checked="" type="checkbox"/> Cristina Steward, Treasurer <p><u>Subcommittees</u></p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Rachel Friederich, Communications <input checked="" type="checkbox"/> Debbie Baker, Professional Development <input checked="" type="checkbox"/> Sarah Chaplin, Conference Co-Chair <input checked="" type="checkbox"/> Beth Archer, Conference Co-Chair <input checked="" type="checkbox"/> Cheryl Flynn, Legislation and Policy <input checked="" type="checkbox"/> Marianne Mcintosh, Membership <input checked="" type="checkbox"/> Josefina Magana, Mentorship <input checked="" type="checkbox"/> Allison Spector, Partnerships <input checked="" type="checkbox"/> Melissa Harris, Partnerships Co-Chair <input checked="" type="checkbox"/> Jasmine Pippin-Timco, Public Outreach Co-Chair <input checked="" type="checkbox"/> Debra Lefing, Public Outreach Co-Chair, pending acceptance <p>Guests:</p>	
1.	<p>Agenda Item: Introductions (Jane) Introductions of Cristina and Melissa. The group did a round robin discussion with introductions and how we are dealing with our virtual worlds.</p>	45 Min Discussion
2.	<p>Agenda Item: SFY Budget 2020/2021 (Jane) Jane provided a review of the SFY 2021 Budget. The group discussed the virtual platform that will be used in our meetings and what the best format to use moving forward and is it accessible from all agencies. There should be more than one option available because not all agencies allow all virtual meeting platforms. During general membership meetings there will be two platforms running so the meeting is accessible. Large gatherings will most likely not be allowed and the rest of our meetings will be online only thru January 2021. Subcommittee budgets should be included in the administrative budget.</p>	10 Min Discussion
3.	<p>Agenda Item: Review leg and policy subcommittee policy and amend to allow ad hoc committee to develop policy recommendations (Amal) This item was not discussed on 4/21 and will become a future agenda item.</p>	10 Min Discussion
4.	<p>Agenda Item: 2020 Conference (Debbie and Beth) Debbie provided an overview of the changes that will be made for conference in August 2020. Things have changed and large groups and cost cutting measures will be prevalent in our near future. The ICSEW would offer a package for 400 participants to join us online and have a virtual conference. It would be marketed as before and would be held August 25, 2020 as previously planned, but totally virtual. This would be offered through Leadercast and the cost is about \$12,000.00 for 400 people. The conference would be offered for FREE! Nine speakers would be presenting to us in a pre-recorded version of a live Leadercast com event. Leadercast have been conducting virtual conferences for 8 years</p>	10 Min Discussion

	<p>and the ICSEW would like to use this as an opportunity to give back to the community. With Leadercast 2020 attendees will get seven hours of training, inspiration and information from amazing speakers such as Magic Johnson. We do not have a deadline to sign up and Leadercast staff will work for the ICSEW to get approval for the conference date. www.Leadercast.com.</p> <p>Motion: Rachel made a motion that the ICSEW use Leadercast to provide a virtual conference in lieu of an in person conference. Motion was seconded by Jasmine.</p> <p>Vote: All voted in favor.</p> <p>Decision: The ICSEW Executive Board will move forward with the pursuit of a virtual conference with Leadercast on August 25, 2020 and will be put to a vote by the ICSEW representatives.</p>	
5.	<p>Agenda Item: Membership Meeting May 2020. The group discussed if a virtual meeting for the month of May will be possible. Debbie is working on speakers for the month of May and might be able to schedule Dr. Johnson who had agreed to speak at the March meeting. The meeting will be held virtually from 9AM to 12PM and subcommittee work would take place outside of these hours. Each subcommittee chair will arrange meetings with their members.</p>	15 Min Discussion
6.	<p>Agenda Item: July Transition Celebration Meeting (Marianne) Marianne, gave an update on transition meeting. It will be virtual but will use same format as the previous transition meetings. The meeting will be geared toward providing an overview of ICSEW and subcommittee work and will provide time to subcommittee chairs to promote and connect with new members.</p>	5 Min Discussion
7.	<p>Agenda Item: Status on the Mentorship Pilot (Josefina) Josefina gave an overview of the mentorship pilot. A survey was sent out and 30 participants all responded. It was an overwhelming response to move forward with the pilot program and that it still important to them. It will begin in virtual format and will kick off in July or September. The final details will be forth coming. The group discussed the Department of Licensing (DOL) mentoring program platform Cronus. This may be a good way to track the program after the Pilot. The program matches mentors with mentees and is customizable.</p>	10 Min Discussion
8.	<p>Agenda Item: Website Design decision requested (Rachel). <i>Recap from Rachel: I thought three girls media was the most comprehensive. However, the price quote is more than we would like to commit at this time for the project. My choice would be Digital CreationZ, It's about 15% under what our maximum is, the proposal addresses everything on our wish list, the company is in Puyallup, which is pretty close if we need to do a face-to-face meeting and minority owned (female, native American) and she's the only one out of all the companies that showed us some examples of her work. Mad Cap was thorough; though they wanted the entire amount we're allocating and suggested we also get charged and extra \$300/yr for ongoing training.</i></p> <p>See attached RFP responses from Digital CreationZ, IronSeele, MadCap Marketing and Three Girls Media. Rachel gave an overview of the responses to the RFP for website design. The group discussed the responses to the RFP and Three Girls Media was the most comprehensive.</p> <p>Motion: Debbie made the motion that the ICSEW, pursue the proposal from Three Girls Media to work with them to redesign of our website. Second by Jasmine.</p> <p>Vote: All in Favor</p> <p>Decision: The ICSEW will pursue the website re-design with Three Girls Media and will be put to a vote by the ICSEW representatives.</p>	15 Min Discussion

<p>9. Action items future agenda items (All)</p>	<p>1) Marianne has updated the membership list and sent an email to those who may transition to respond with their intent to remain representative of the ICSEW. 2) The executive board will meet again prior to the May meeting for an hour to finalize any unfinished business.</p>	<p>5 min Discussion</p>
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Action Items	Owner	Completion Date
Website redesign proposal will go to vote by membership on selected proposal to in the May membership meeting.	Jane and Amal	
The ICSEW Executive Board will move forward with the pursuit of a virtual conference with Leadercast for August 25, 2020 and will be put to a vote by the ICSEW representatives.	Jane and Amal	
SFY 2021 finalized and put to a vote by the ICSEW representatives	Jane and Amal	

Future Agenda Items	Timeline	Owner
Purchasing and reimbursement process with OFM.	TBD	Marianne
Review catering proposals for meetings. Membership is thinking we lock down one for a year or two and then switch vendor if needed.	TBD	Marianne
Review leg and policy subcommittee policy and amend to allow ad hoc committee to develop policy recommendations	May	Amal



Digital CreationZ

Digital CreationZ has been creating content since 2005. We have a passion for documentaries, broadcast commercials, social media videos and videos along with photography, web design, web application content and overall digital content marketing. We have worked with several state, federal and corporate agencies to ensure their look and branding identity are successfully executed.

Areas of Expertise

Video	Photography	Graphic Design	Web & Marketing
TV Commercial Production/ Video	Corporate, Business and Consumer Photography	All Graphics and Illustration Knowledge	Web Design & Web Application Content
Aerial Video Production (traditional and drone)	Aerial Photography (traditional and drone)	Print Layout for numerous print needs	Advertising & Marketing Budget & Ad Placement Mgmt
TV/Video Editing & Post Production		PR/Communications Articles	Social Media Channel Marketing
Multimedia Production			E-Mail Marketing
Training Video Production			Radio Ads
Unique Impression Advertising (Gas Station Ads, Airline Ads, LCD/ LED Billboard)			Online & Offline Marketing to include Event Marketing
Live Streaming Videos & Ads			Marketing Measurements & Analytics

Main Point of Contact:

Tabatha Bennett

Phone: 253-888-1403

E-Mail Address: tbennett@digital-creationz.com

Mailing Address: 9413 184th St E; Puyallup, WA 98375

Business Information:

Company: Digital CreationZ

Legal Status: Sole Proprietor

WA UBI: 602893771 | **EIN:** 47-3283308

DUNS: 07-857-1313

Firm Principles: Tabatha Bennett

MWBE: 100%

Service Disabled Veteran Status – registered with the State of WA

Relevant Examples

Cannot provide contact information for references due to Contract Service Agreement (CSA) terms.

Relevant WordPress Web Design Examples of recent work:

WA State Economic & Reform Council: <https://erfc.wa.gov/>

Twin Transit <http://www.twintransit.org>

Physician's Compliance: <https://www.physicianscompliance.com/>

Crowd Cow: <http://www.crowdcow.com>

TACID: <https://www.tacid.org/>

Statement of Work Outline

Scope of Work – Update Interagency Committee of State Employed Women (“The Client”) (<https://icsew.wa.gov/>) WordPress website as outline in the “Website Wish List”, to include:

- Updating WordPress Theme (image icon buttons) something that works with mobile site
- Moving frequently used links to the home page
- More photos & scrolling photos on home page
- MP3 Speaker Clips/videos on website
- Advise on forms & survey vendors and integrate/embed into website
- Add document archive/library that users can easily navigate
- Scrolling calendar of events
- Add a “Resources for Agencies” page & a “Partnership Resource Page”
- Add a “Mentorship” page that has pictures of available mentors, their biographies and a fillable form
- Add subcommittee member pictures and bios to a subcommittee page that needs to be coded
- Help with better search functionality of website

Items on the “Web Wish List” not included in quote:

- Integrated App. This would be a separate ask above this Statement of Work Outline
- Payments. Way to process conference payments directly from website - this requires an outside Merchant Payment Vendor that the agency should already have in place but can code the site to integrate outside vendor
- Intranet. Work with agency on Intranet if possible - this depends on the size and scope of the Intranet wanted. This can be almost an entirely new website.
- Server. Expanded server space is not provided
- Forms. I will advise several forms options that can easily be integrated with the website

Period of Performance – Upon quote award to no later than June 30, 2020 (does not include any change orders) – per Interagency Committee of State Employed Women.

Pricing: Flat rate bid of \$8,800 for items on the “Website Wish List” except as noted on the items left out of the quote. In case there are any change orders from items listed above, no more than \$10,000.00 by the end of contract term determined by (The Client).

Payments: (The Client) will be responsible for four payments of \$2,200.00 that will be billed per month and according to the milestone chart provided and agreed upon. Digital CreationZ accepts EFTs, checks and credit card payments (3% administration fee is added to all credit card payments). If payments are not made, all work will stop until payments have been made. If website is completed before June 30, 2020, full payment can be submitted.

Payments Over 30 Days Late: (The Client) will accumulate 15% penalty charge for every 30 days until payments have been made.

Change Order: any change or request outside of original agreed upon Scope of Work.

Meetings & Travel: I will originally set up a meeting with (The Client) to go over all initial items in the “Web Wish List” to determine the branding, layout, design and appropriate milestones for the site.

All other meetings are TBD and will be outlined in the milestone chart provided upon award of contract.

Changes & Feedback: (The Client) will be allowed 2 rounds of feedback/changes. Most changes can be seen on the test site and (The Client) will have 48 hours to review all changes and let Digital CreationZ know of changes. One stakeholder/point of contact will be provided and that person is in charge of gathering all feedback from other stakeholders and providing one feedback document.

Round 1: will provide a “rough in” of a page or item changed. Rough in’s are color, layout, design, flow, etc. (The Client) will have 48 hours to gather feedback. There might be misspellings, incorrect grammar, etc. this will be corrected in Round 2.

Digital CreationZ will work on feedback and present to (The Client) for Round 2.

Round 2: will provide a fine cut of a page or item changed. All copy will go through a final proof of what (The Client) is wanting, all photos/videos/graphics will be approved and no changes will be requested after Round 2. (The Client) will have 48 hours to review changes and gather feedback as appropriate.

Digital CreationZ will finalize all feedback and lock in.

Graphics, Logos, Videos, etc.: (The Client) will provide all graphics, logos, videos, etc. for the website. If (The Client) needs help with any of these items and Digital CreationZ has to create or edit these to work with the website, Digital CreationZ will inform (The Client) on next steps and costs for items before any work is performed on extra items.

Content Copy: (The Client) will provide all content copy along with information, resources, FAQs, bios, etc. for the website. All content copy will be reviewed by a professional copywriter (included in the price) for final spellcheck, grammar, etc. Keywords for Search Engine Optimization (SEO) will also be looked at for search engine relevance.

Server: (The Client) has indicated that they will not need a server and this is separate from this request. If (The Client) does need to increase their current server space, Digital CreationZ will provide a notice and

work with (The Client) on the appropriate server size. (The Client) will provide access to their server to Digital CreationZ for the period of the contract.

Maintenance: (The Client) has indicated that they will be responsible for keeping the site up to date and that they do not need maintenance once contract is completed. Should any changes be asked for after final site sign-off, it will be considered a separate maintenance fee and (The Client) will be charged \$65 per hour with a minimum of two hours of time if not on a maintenance contract.

Contract Management: The Contract Manager for each of the parties shall be the contact person for all communications and billings regarding the performance of this contract.

Tabatha A. Bennett
c. 253-888-1403
email: tbennett@digital-creationz.com

Interagency Committee of State Employed Women
Contact Name:
Email:
Phone:

February 2020

Web + Creative Partner

CLIENT

Interagency
Committee of State
Employed Women



PRIMARY CONTACT

Stephanie Schramm

Direct: 253.318.5847

stephanie@madcapmarketing.com

Office: 253.693.8438

madcapmarketing.com

We are...
a marketing firm
that loves to take
on new challenges.



Dear Rachel and Committee members,

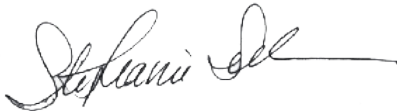
MadCap Marketing is thrilled to submit this proposal to provide you a new website and creative support services that go along with that.

MadCap Marketing is uniquely situated to meet the description of services discussed in our email exchange. We are a brand strategy marketing firm that specializes in creating effective marketing, websites, logos and branded marketing materials in a range of medias including, social, traditional advertising, email, web and print.

With our seasoned marketing skills and decades of experience, we are confident that MadCap Marketing can provide a strong new site and build the creative and marketing tools to support it—that will captivate and grow your audience.

Please take a look at our proposal and recommendations, nothing is set in stone. We are a flexible agency—a partner, if you will—who is here to best support the you and to assist in reaching the goals we set together in a true marketing plan.

Thank you for your consideration,



Stephanie Schramm

Principal + CEO

stephanie@madcapmarketing.com

COMPLETE SUITE OF OUR SERVICES



BRANDING

BRANDING + DESIGN

Crafting brand identity, modernizing image, revamping reputations—it's what gets us up in the morning. It's what we dream about at night. It's our ice-cold shower and stiff black coffee. On-point branding is invigorating and stirs reaction from all who experience it.

Learn more at: MADCAPMARKETING.COM/BRANDING-CREATIVE



DIGITAL

DIGITAL (WEBSITE + IT)

Our crack squad of web and e-marketing maestros are ready to elevate your online presence with sharp emails, sexy site design and search engine optimization (AKA get-your-site-to-the-top-of-Google) that will get your company noticed.

Learn more at: MADCAPMARKETING.COM/BRANDING-CREATIVE



MARKETING PLANNING + BUYING

MARKETING + PLANNING

We can lock in the perfect suite of services and marketing channels to hit your audience where they are, and in ways they care about. Whatever the strategy, you can bet it'll be fully customized to your goals and elevate your brand.

Learn more at: MADCAPMARKETING.COM/MARKETING



EVENTS

EVENTS

Events are our thing. Charity functions, parties, auctions, golf tournaments—you name it, we've done it. We can help you create event branding, develop an audience, manage vendors, and run the day-of operations.

Learn more at: MADCAPMARKETING.COM/EVENTS



PUBLIC RELATIONS

PUBLIC RELATIONS

We make your stories and news shareable and chocolate-level addictive (or potato chip-level addictive for your savory snack lovers). And if crap hits the fan, you won't be the one fumbling on the local news or to the press. Or worse, going radio silent as the social media comments rain down like hellfire.

Learn more at: MADCAPMARKETING.COM/PUBLIC-RELATIONS



SOCIAL MEDIA

SOCIAL MEDIA

Our social media moguls understand what works for Facebook, Twitter, Pinterest, Instagram, and LinkedIn (because suits have their influence, too). They can juggle your accounts while keeping their ears to the ground for the next big app to target niche audiences.

Learn more at: MADCAPMARKETING.COM/SOCIAL-MEDIA

PROPOSED RECOMMENDATION + SCOPE OF WORK

Website Development + Design
Website build and coding Digital,
UX/UI + Web development
Copy Editor
Administrative + Client Relations

FEES, TERMS AND CONDITIONS

\$2,500 Deposit \$5,000 on proof and \$2,500 on completion

WEBSITE REDESIGN

MadCap Marketing will create a new website that will reflect the brand and appeal to their diverse client needs. The new site will be cross-linked and easy to navigate and will be a resource to its users. We will craft a site that is professional, approachable and user-friendly, while making sure to stay in alignment with the all brand standards.

When creating the new website, we will work closely with personal there as needed to analyze and determine the final navigation, design and layout for the site.

Developing a strong navigation system and supportive sub-menus is critical when designing a website as an effective resource tool. We strategically plan our sites with the end-user in mind, and utilize consistent font sizes, colors, and buttons to make navigating the site simple and easy to understand.

WEBSITE TIMELINE

WEEKS 1-3

Contract signed

Research and Analyze current site

Wireframe built out and presented to client

Build outline/site flow chart

WEEK 4 -5

Copywriting + Editing Work on website structure

WEEK 6 - 7

Create/develop/find icons, images, charts, graphs, and supporting elements for the site

Design site within the approved wireframe and copy

Working Demo draft to client for feedback/approval

WEEK 8-10

Build out the remainder of the site

Test site

Launch site

ONGOING TRAINING AND SUPPORT

A \$300/ month service and maintenance contract is offered at the end of this contract if you would like us to host the site and handle updates.

Technical Support

How much do you enjoy dealing with tech support over the phone? How about for a product in which your own knowledge is limited? Our guess is, not so much – which is why we do it for you. If your website goes down because of a hosting or DNS issue that we can't fix on our own; we'll deal with tech support, so you don't have to.

Monthly Security Updates

Website security is one of our top concerns, which is why we offer this update service. We'll log into your website's backend and update all your Word Press components, to make sure that your site's coding is current with the latest security measures. As an added benefit, your Word Press Installation will be updated with any new features released over time.

Daily Backups & Site Restoration

One of the most exciting features of our Web Hosting package is the ability to back up your website to Dropbox. We can set up a special email account for you at your domain once your hosting account is activated, and then we can create a Drop Box account with that email. Utilizing the most up-to-date Word Press backup plugins available, we can set up your website to automatically back itself up to the Dropbox account, into a folder which you can access at any time, and which we will use to restore your site in the event of an emergency. We include up to three (3) website restorations per year free of charge, which covers the needs of most websites.

Organization Capabilities

To meet our team and to better understand our capabilities and to learn about our skills set visit madcapmarketing.com/our team.

TERMS AND CONDITIONS

File Delivery:

All final artwork files will be uploaded to DropBox and sent over with a shared link. All of the graphics, charts, icons, etc. will be made available for presentations.

Ownership:

I give you all rights to the use of these designs, in all media useful in promoting this project and your business. We ask that you allow MadCap Marketing to promote our creative work, business name, and website on our website and to other potential clients.

Delays:

I agree to give MadCap Marketing more time if the designer becomes ill, is injured, or is delayed because of events beyond their control, such as; fire, theft, computer failure, and Acts of God.

Proofing + Approval Disclaimer:

It is the client's responsibility to ensure that the proof is correct in all areas. Please be sure to double-check spelling and grammar before approving artwork. If a proof contains errors is approved, by client, the client is responsible for payment of all original costs of printing (design time, printing, tax if applicable) including corrections and reprints. The client is 100% responsible for approvals or Copyright, Trademark and Licensing Agreements of artwork.

Any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to the client for inclusion in the website or marketing materials are owned by the client. MadCap Marketing assumes the client has permission from the rightful owner to use any code, scripts, data, and reports provided by the client for inclusion in its materials, and will hold harmless, protect, and defend MadCap Marketing from any claim or suit arising from the use of such work. MadCap Marketing retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

Hosting Renewal:

The hosting fee is automatically renewed annually. By signing this agreement, you agree to pay the fee of \$500 per year at the end of each service period (one year). If you do not wish to renew, you may cancel 30 days before the expiration date of your renewal. We will keep your website on file, suspended, for two months after your renewal date. Web hosting customers will retain access to backups stored on their unique DropBox account indefinitely.

Purchasing of goods or services on your behalf:

After receiving verbal or written approval from you, any purchasing of goods or services will be invoiced to you.

NEXT STEPS

- Accept the contract as is or discuss desired changes with MadCap Marketing
- Finalize and sign the contract
- First deposit invoice will be sent.

We are happy to make changes to the project scope at your request, but adjustments and/or changes may be subject to additional charges.

Your signature below indicates acceptance of this contract of one year and the terms and conditions herein.

Interagency Committee of State Employed Women

Signature: _____

Print Name: _____

Title: _____

Date: _____

Email to:

stephanie@madcapmarketing.com or

Mail to:

10116 36th Avenue Ct SW, Suite 306

Lakewood, WA 98499

**Thank you for your
consideration!**

**We look forward to
hearing from you.**

THE MADCAP TEAM

**10116 36th Ave Ct SW, Suite 306
Lakewood, WA 98499
T. 253-693-8438
E. info@madcapmarketing.com**



Dear Rachel,

Thank you for your interest in working with Three Girls Media! We look forward to helping promote ICSEW, and take your investment and trust in us very seriously.

We've written this contract with the purpose of clearly defining exactly what we'll provide, as well as additional information so you can understand why we recommend certain services for your business. While our strategies and tactics have been shown to be effective techniques, we can't guarantee results. We will, however, complete all services listed below with gusto and a goal of achieving the outcome(s) you desire.

Please let us know if you have any questions as you look through the details included below. We've tried very hard to make it as easy to understand as possible, but we're happy to clarify everything as needed. We ask that you confirm your agreement to the exact services and conditions stipulated below by initialing and signing as noted.

We look forward to a highly successful working relationship!

All the Best,

Erika

Erika Taylor Montgomery, *CEO*

We are proud to provide Custom Quality Content!

WHAT EXACTLY DOES THAT MEAN?



- Every piece of content we create is only for your business and will never be used by anyone else
- We craft your unique content with the following top-of-mind:
 - Your company's goals
 - Your company's voice/personality
 - Your target audience
 - Your industry

While many firms automate generic social media updates and blog articles, we learn what makes your business special and create one-of-a-kind content showcasing that as well as your brand's unique personality and voice.

CONTRACT FOR SERVICES

CONTRACTING PARTIES

Thank you for trusting Three Girls with ICSEW's marketing. This contractual agreement is entered into by and between Three Girls Media, Inc. (Contractor), located at 1201 E Yelm Ave. Ste. 400 PMB 192, Yelm, WA 98597 and Interagency Committee of State Employed Women (Client) as represented below:

Company Name: Interagency Committee of State Employed Women (ICSEW)

Company Website: <https://icsew.wa.gov>

Company Phone: 360-725-8825

Company/Billing Address: PO Box 41101 Olympia, WA 98504-1100

Company Representative: Rachel Friederich

Company Representative's Business Phone: 360-725-8825

Company Representative's Cell Phone: 360-999-3699

Company Representative's Email: rzfriederich@doc1.wa.gov

STATEMENT OF SERVICES TO BE PERFORMED

This contractual agreement establishes elements of Three Girls' PR and marketing services for the term of four (4) months.

- **Website Design & Copy Update**
- **Website Search Engine Optimization**

Website Design & Copy Update

Three Girls Media will redesign ICSEW's website, including the layout, backend structure and copy.

Specific services include:

- Website copywriting and copyediting on 15-25 pages total
- WordPress Migration and Site Rebuild
 - WordPress platform install, config
 - Theme install, config, customize
 - Standard Plugins set: install and configure (including security, backups, updates, admin tools)
 - Templates layout/build:
 - Main page
 - Requires wireframe workup for content placement, lead-ins to popular pages
 - Subpage
 - Global header
 - Global footer
 - Copy current layout
 - Social media links: Facebook, Twitter
 - Blog post page
 - With sidebar
 - Blog archive (landing) page
 - With sidebar
 - Config new theme to match current styling
 - Write custom CSS as required
 - Export/import 30 content pages, unknown number of blog posts
 - Export/import media (images, .docx, .pdf, etc.)
 - Reconstitute jetpack plugin blog sign up form
 - Review/repair pages, posts
 - New items requested by ICSEW:
 - 2 - 3 new pages, standard length content
 - Mentor Bios page (30 mentors, photo, bio, accordion divs)
 - Header redesign
 - Including navigation rework, logo reposition in header
 - Banner image redesign (single panel static image)
 - Document Library
 - Existing docs plus new (estimate 50 docs: .pdf, .docx, .xlsx and .mp3)
 - Requires client to purchase annual plugin license (estimated \$80/year)
 - Forms (3 total)
 - Speakers, Mentors, Conference Sponsors
 - Application forms
 - Install Interactive Calendar plugin, configure, customize
 - Conference Payments: Embed EventBrite checkout in a WordPress page
 - Recommended items:
 - Privacy Policy, Terms of Use, Disclaimer, Cookies statement
 - GDPR plugin widget - requires user to accept cookies
 - Requires annual Iubenda subscription (\$27/year)
- Quality Assurance
 - Cross-browser, Cross-device testing
 - Win 7: IE 11 / Win 10: Edge / Chrome / Firefox / Opera
 - iOS: Safari
 - Desktop, tablet, smartphone

- Web Content Accessibility Guidelines (WCAG) 2.1 AA Compliance
 - WordPress build will meet WCAG 2.1 AA Compliance requirements
 - Any audio, video files posted will require text transcripts
- WordPress Training
 - 3 hours WordPress training via video conference

In order to complete the above services, contractor will need:

- Access to new hosting account or FTP access to hosting account server
- Admin level access to current WordPress build
- A non-disclosure agreement in place

Website Search Engine Optimization

Three Girls Media will optimize ICSEW's website for search engines throughout the front and backend, including the following areas:

- Titles
- Sub-heads
- Meta descriptions
- Images' alt text and file names

I have read and fully understand the Statement of Services to Be Performed Above. Initial

OTHER RECOMMENDATIONS

Three Girls Media also recommends the following for ICSEW's website:

- Website hosting with BlueHost. Contractor has a lot of positive experience with this company and recommends this platform for all client websites. For full disclosure, our website designer receives a referral fee for this service. However, we would not recommend a third-party service we do not have positive personal experiences with.
- Adding blog post submission via email rather than form for security purposes
- Using Survey Monkey for the evaluation form

TERMS OF AGREEMENT

Based on the signatory date of this agreement Three Girls estimates the following progress dates for your campaign:

Estimated Campaign Start Date: TBD
Estimated Campaign End Date: TBD

The above dates are estimates and are not a contractual commitment.

I have read and fully understand the Terms of Agreement section above. Initial

THREE GIRLS' FEES

CONTRACT FEES

The fee for all Services to Be Performed equals \$150/hour.

Contractor will invoice client monthly for amount of time spent on project and estimates 90-100 hours of total time, which would equal \$13,500-\$15,000 total.

Payment is due, in full, within 48 hours of contract signing unless a payment plan has been agreed to below. All fees paid to Contractor will be nonrefundable. Price quote is valid for 30 days from the date contract is sent to Client.

I agree to pay the fees above. Initial

IMPORTANT POLICIES, TERMS, ETC.

PAYMENT INFORMATION

All monies paid to Contractor are non-refundable.

Credit Card:

- If client plans to pay by credit card, the information can be provided over the phone.
- *Contractor commonly runs credit card payments **2-3 business days prior to the due date above, to ensure funds are received from Client's bank by the due date.***
- The credit card used for payments may be changed at any time by contacting Three Girls.

PayPal:

- If ICSEW plans to pay by PayPal, payments can be sent to:
ErikaMontgomery@ThreeGirlsMedia.com

I have read and fully understand the Payment Information section above. Initial

COMMUNICATION POLICY

In order to work as efficiently and effectively as possible and keep the cost of Three Girls' campaigns as low as possible, the vast majority of communication will be via email. Any emails or calls from ICSEW will usually be responded to within 24 hours if they are received Monday – Friday, 9am - 5pm Pacific.

Phone appointments and in-person will be scheduled as necessary and by request. Should client request phone calls or in-person appointments, contractor will discuss additional compensation with client and invoice client appropriately. Fees for calls/in-person meetings vary based on which Three Girls' team members are present and duration of meeting.

Throughout the course of this campaign, Three Girls will rely on client for approval on various documents to ensure accurate representation of your brand. The more you can help us by providing details about any upcoming events, trade shows or noteworthy industry news, the more we can help

you by providing up-to-date, timely content promoting your business and expertise.

Failure to respond to emails, texts and/or phone calls from Three Girls will negatively affect the success of this campaign, including Search Engine Optimization, website traffic results, media coverage and more.

Although contractor will follow up with client proactively, if ICSEW does not respond within one week [seven (7) days] of receiving drafts, Three Girls may not be able to perform services as outlined above and contractor will not be held responsible for incomplete work and the campaign may be suspended or cancelled.

Contractor requests that client inform them a *minimum* of a week in advance of any planned time offline lasting more than 1 business day, such as vacations or conferences. This will allow Three Girls' team the opportunity to work ahead if needed and keep the campaign on track.

I have read and fully understand the Communication Policy section above. Initial _____

CAMPAIGN DELAYS

Should campaign be delayed due to client negligence, non-responsiveness, failing to answer emails, texts and/or phone calls, or other client-related reasons, and therefore hinder scheduled completion of contracted services, Three Girls will extend campaign end date up to two weeks (14 days). Regardless of campaign extension, client must make all campaign payments as originally scheduled. Any deliverables Three Girls is unable to complete after the two week hold time frame are then forfeit permanently and all monies paid to contractor are non-refundable.

Should client be aware of upcoming campaign delays due to reasons beyond their control (such as photography or product manufacturing or delivery delays), contractor may opt place campaign on a temporary hold, not to exceed two (2) calendar months. Regardless of campaign hold, client must make all campaign payments as originally scheduled. If client is unable to resume campaign after the two (2) month hold, all campaign deliverables and commitments are then forfeit permanently. All monies paid to contractor are non-refundable.

I have read and fully understand the Campaign Delays section above. Initial _____

DELINQUENT PAYMENTS & LATE FEES

Three Girls takes delinquent payments seriously. Client agrees that if any payment related to their campaign **is not received by Contractor within seven (7) days of the due date, a late fee of 1% per month (12% APR) will automatically be applied and billed.** If Client defaults on payments related to their campaign for more than seven (7) days, Contractor will immediately cease all activities unless Client has made specific arrangements with Contractor to avoid this penalty. Regardless of campaign activities being temporarily paused or ceased, end date of campaign will remain the same.

Upon full payment of the overdue monies, Three Girls will recommence Services to be Performed. Should collection action become necessary, Client agrees to pay all fees relating to said activity. All fees due to Contractor are payable in full and non-refundable.

I have read and fully understand the Delinquent Payments and Late Fees section above.

Signature _____

Date _____

SUPPLEMENTAL TERMS

- This Agreement will not be construed to create a partnership, joint venture or employment relationship between Contractor and Client. Neither party will represent itself to be an employee or agent of the other, nor enter into any agreement on the other's behalf of or in the other's name.
- Contractor may use third parties to provide services under this Agreement, but only if written approval is first obtained from Client. The rights and obligations of Contractor under this Agreement will not be assignable by Contractor without the prior written consent of Client.
- Contractor acknowledges that it may obtain access to confidential information of Client, such as customer lists, intellectual property, business plans, financial statements, suppliers and strategic relationships. Contractor will not, during or following the term of this Agreement, disclose any of such confidential information to any person without the prior written approval of Client.
- All materials, with the exception of media pitches and media lists, conceived or produced by Contractor for Client pursuant to this Agreement will be the property of Client, and Contractor will not retain any claims of authorship. Contractor agrees that Client will be the sole owner of such work product, and Contractor hereby irrevocably assigns to Client all rights, title and interest in such works. The only exceptions to this stipulation are media pitches and media lists as they are proprietary.
- Client reserves all of its rights, title and interest in and to its intellectual property (e.g., copyrights, trademarks and other intellectual property rights), subject only to the following license. Client hereby grants to Contractor a non-exclusive, non-transferable, royalty-free license to establish hyperlinks between the parties' respective websites, and to edit, modify, post, circulate and otherwise use any and all materials, whether in written or electronic form, describing Client's business and products. Contractor will have authorized usage of Client's trade names, logos, trademarks and service marks, as reasonably necessary during the Term for Contractor to provide the services as described in this Agreement.

I have read and fully understand the Supplemental Terms above. Initial _____

INDEMNIFICATION

Contractor and Client each agree to indemnify and hold the other harmless from and against any and all losses, claims or damages relating to this contract, including any legal or other expenses reasonably incurred, in connection with defending against any litigation, whether commenced or threatened, to which either Client or Consultant may become subject, caused by, or arising out of the other party's actual or alleged negligence, intentioned act or omission, breach of this agreement or violation of any statute or regulation.

In the event that a claim arises under this clause, the party seeking indemnity shall promptly notify the other party of the claim via certified mail, allow the other party to control the defense and settlement of the claim, and cooperate in such defense and settlement, at no expense to itself. The terms of this clause are irrevocable and shall survive the termination of this Agreement.

All disputes will be settled in arbitration in Thurston County, WA. Arbitration fees shall be split equally between Contractor and Client.

I have read and fully understand the Indemnification section above. Initial

CONTRACT CANCELLATION / SEVERABILITY

Services may not be canceled by client for any reason for the first six (6) months of the campaign. *Many of the strategies we employ in marketing and public relations take a minimum of 6-12 months to begin to drive results. It's critical for the success of your campaign that we're allowed this time to develop your strategy, put it in place and fine-tune it.*

Contractor reserves the right to cancel this contract by providing 30-days written notice to Client.

Following the initial six months of the campaign, Client reserves the right to cancel this contract by providing **30-days** written notice to Contractor. No other forms of contract cancellation are acceptable. All monies paid to Contractor are non-refundable. If contract is cancelled and payments are still due, Contractor will pro-rate any fees for the appropriate timeframe to complete the 30-day notice. Pro-rated fees will take into account any work the Contractor has already in progress that is scheduled to be delivered during the 30-day period, for example, blog posts or social media updates that have been written and need to be scheduled. No other fees will be due beyond the 30-day notice unless there are outstanding costs yet to be paid for services such as advertising that have not been billed yet.

Upon conclusion of the 30 day notice, Contractor is no longer obligated to fulfill any portion of this contractual agreement including the forwarding of media coverage, follow-up with media, posting or writing social media or other content, or any other outstanding services written or implied unless expressly agreed to in writing at the time the 30 day cancellation notice is given.

If for any reason the client has delays and postpones this project, it is noted that the services in this contract must resume within 3 months of the time of contract signing or contract will be null and void and a new proposal will be written reflecting current Three Girls fees and contractual obligations. All monies paid to Contractor are non-refundable.

I have read and fully understand the Contract Cancellation and Severability section above. Initial

CONTRACTUAL DISAGREEMENT

Contractor and Client will attempt to resolve any contractual disputes amongst themselves. If no resolution is possible, Contractor and Client agree a professional arbitrator Thurston County, WA will mediate all disputes related to this agreement. Client and Contractor will pay all fees for mediation equally. If mediation is unsuccessful, then the matter shall be arbitrated in Thurston County, WA. If any part of this Agreement is for any reason declared invalid or unenforceable by a Thurston County, WA arbitrator, the validity and enforceability of the remaining provisions in the contract will not be affected. An invalid or unenforceable provision will be modified to the extent necessary to render it valid and enforceable. If there is no modification possible to render it valid and enforceable, this Agreement will be construed as if it did not contain that provision. The rights and obligations of the parties will be construed and enforced accordingly.

I have read and fully understand the Contractual Disagreement section above.

Signature _____

Date _____

BINDING ON SUCCESSORS & AGREEMENT

This Agreement will inure to the benefit of, and be binding on, the respective parties, executors, administrators, successors and assigns. If accepted by Client and Contractor below, this Agreement shall constitute a binding agreement between Client and Contractor, and the terms herein will not be modified except by a written amendment signed by both parties. The signatories below acknowledge that they have the necessary authority of their respective parties, including Board and Investor approval, if required, to enter into this Agreement.

GOVERNING LAW

This agreement is governed by the laws of the State of Washington, and shall be adjudicated exclusively by a mutually agreeable arbitrator in Thurston County, Washington, after mediation. All disputes will be settled in arbitration if they cannot be settled between Client and Contractor amongst themselves or in following mediation.

ATTORNEY FEES

The prevailing party in any dispute arising under or relating to this Agreement shall be entitled to reimbursement for reasonable attorney fees and associated costs from the non-prevailing party. Costs of arbitration or legal proceedings will be borne equally by both parties.

ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. ***It supersedes any and all prior agreements, oral or written, between the parties.***

PERFORMING AGENCY – Three Girls Media, Inc.

Three Girls Media, Inc. 1201 E Yelm Ave. Ste. 400 PMB 192, Yelm, WA 98597

Sign: _____

Date: _____

Name: Erika Taylor Montgomery

Title: CEO – Chief Publicist

RECEIVING AGENCY – ICSEW

I have read this agreement and understand my obligations hereunder. I personally guarantee payment of all fees and debts. I will fulfill other responsibilities as outlined above.

Sign: _____

Date: _____

Name: _____

Title: _____



Thank You!

We look forward to getting the word out about your company!

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April 1, 2020

ICSEW

Amal Joury
Rachel Friederich

Website Proposal

Review

Design/Layout

Creative Development

Design Implementation

Content Population

Photo Sort

Photo Search

Photo Prep

Revisions

Project Management

Logistics Setup

\$7,995

We thank you for the opportunity to participate in this process.



Vendor	Price	Everything on Wish List?	Other items on Wish List Included	Women/Minority Owned?	Notes
Three Girls Media (Olympia)	\$13,500 (willing to negotiate)	Yes	Social media integration, custom CSS, copyediting, training via video conference, finding and installing appropriate plugins, Quality assurance, WCAG AA compliance, WordPress Training basics and 3 hour training via video conference, Standard installation of plugins, import/export of existing pages	Yes	<ul style="list-style-type: none"> • Requires annual lubenda Subscription \$27/yr, • Requires purchase of annual plugin license \$80/yr (this was included in proposal. We are going to put in plugins no matter what plan we go with, but this was put in the proposal) • Needs to be added to WA State preferred vendor list • Redesigned YWCA of Olympia website
Digital CreationZ (Puyallup)	\$8,800	Forms. Will advise on several forms that	Training as requested.	Yes	<ul style="list-style-type: none"> • Already on preferred vendor list

		can be integrated on the website			<ul style="list-style-type: none"> • Provided several examples of work
IronSeele (Olympia)	\$7,995	No. Only things in proposal: Review Design/Layout Creative Development Design Implementation Content Population Photo Sort Photo Search Photo Prep Revisions Project Management Logistics Setup			<ul style="list-style-type: none"> • Needs to be added to Washington State Preferred Vendor List • Did not provide any previous samples of website work, even though we requested it • Talked about things we wanted on Wish List, *(like training, document library, forms, etc) however, they were not put in detail on the proposal
Mad Cap Marketing (Renton)	\$10,000	Yes	For an extra \$300 month after job completed offered for technical support, monthly security updates and		<ul style="list-style-type: none"> • No samples of previous work provided • Additional training, security etc. will be provided with fees

			daily backups and site restoration		
					•