

Proposals for the Website RFP (refer to the first response to gb-#7-288) were received from seven companies. Four companies gave a presentation to a district wide committee and the contract was awarded to MRW Connected partnered with Opus Design.

The Office of Instructional Technology and Digital Learning and the Office of Information Technology will be overseeing this project.

The project has two components. The first will be the design of a new brand including a brand positioning statement, brand attributes, logo, style guide, messaging and collateral material. This will be created with stakeholder input through an electronic survey that will be sent out to students, families, WPS staff, and the community at large in addition to small group and one to one interviews with key stakeholder groups including school committee, elected officials, community and higher ed leaders, families, students and staff. This process will take 6-8 weeks.

The second component is the website design. The firm will be taking the brand design and will go through a process that includes stakeholder feedback. The new website will be efficient, fresh, user friendly, and will capture the essence of the Worcester Public Schools. The interface design and structure of the website will be handed over to WPS before June 30, 2018. WPS staff will be transferring copy/content over with an anticipated go live date of July 1, 2018.