



ASSOCIATED STUDENTS OF  
THE UNIVERSITY OF NEVADA

## The Associated Students of the University of Nevada Website Development & Public Relations Proposal

Dear Matt,

The Abbi Agency Powered By Boost (TAA) appreciates the opportunity to present The Associated Students of the University of Nevada (ASUN) with a proposal to refresh its website and increase overall awareness among the student body. We at TAA possess the skillset and knowledge necessary to create a beautiful, high functioning website coupled with a comprehensive public relations campaign that includes strategic media relations, social media and building student awareness.

The Abbi Agency executes with excellence in everything it does. We do what we love and love what we do. Starting with the youngest interns, each and every member of The Abbi Agency team enjoys putting his or her talents to work to achieve strategic objectives and goals on behalf of our clients. We would love to put that passion to work for ASUN.

Not only am I a Nevada graduate, I employ eight full-time Nevada graduates and several part-time employees and interns who are currently pursuing their degrees at UNR. I understand the importance of the student government and the role it plays in enriching campus life. We don't want to simply create a website for ASUN, we want to create an experience that carries through from the employees and volunteers to energize students and professors. Provided within this proposal are the details of how we plan to accomplish that.

I look forward to discussing next steps in the very near future.

Best,

Abbi Whitaker, President/Founder

The Abbi Agency Powered by Boost



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## Who We Are

The Abbi Agency starts conversations. In print. On television. On the radio. Online. Through experiential tactics. We take this conversation from a whisper to a roar. And we translate that talk into a measurable increase in sales and brand awareness. It's not print advertising, it's not social media marketing. It's not expert positioning in a targeted industry. It's all of that, rolled into one – each piece interacting with the other, enhancing the effect of a full force public relations strategy that will get you noticed by consumers and key industry leaders.

We do it all with expert tools, creative thinking, and a targeted focus. We infuse each step with personality from each Abbi Agency team member.

Services include traditional media relations. We secure media placements in top-tier publications that drive consumers and b2b leads back to your business. We do not mindlessly blast out mass press releases to a database of journalists; we leverage our relationships with media professionals and deliver content that a specific news outlet or magazine wants to publish.

We provide social media marketing that includes the construction of campaigns to suit every individual business, with social media strategy, expert positioning, and thought leadership.

In addition, The Abbi Agency possesses expertise within the b2b and b2c space. Such current clients include Offerpop, a social marketing tool that helps global brands and agencies create powerful campaigns to reach and engage customers; HomeAdvisor, a leading website and mobile app provider offering free tools and resources for home improvement and repair; DesignMine, a Pinterest-like app that allows homeowners to save, organize, and share photos of their favorite styles and spaces. The Abbi Agency also works with national clients like FilmBuff, Missouri Star Quilt, and Provident Trust to name a few.



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Included below is a detailed overview of TAA's senior and mid-level management:

### **Abbi Whitaker, Owner/President**

Abbi is the heart, soul and creative engine that drives The Abbi Agency. A veteran of international media campaigns for some of the nation's largest real estate, tourism and business-to-business companies, Abbi innately understands what drives media coverage and has put those skills to work on a number of occasions ranging from the launch of the Wild West Motor Sports Park to branding elements such as those for the Biggest Little City campaign.

Abbi has launched national franchise campaigns, turned technology start-ups into industry heavyweights and sold luxury real estate and tourist destinations across the globe.

Despite her role directing the company's public relations strategy and orchestrating campaigns, Abbi is still most at home picking up the phone and landing top-tier media placements herself. She has secured feature coverage in the world's most prestigious publications and television programming— The New York Times, The Wall Street Journal, *Forbes*, *Fortune Small Business* and MSNBC — and has the established relationships with world-class reporters and writers to show for it.

As a testament to this expertise, Abbi was recently named the American Marketing Association's 2013 "Influencer of the Year," was a 2012 recipient of the Reno Gazette-Journal's "20 Under 40" awards and was named "Entrepreneur of the Year" in 2010, also by the RGJ.

A long-time Reno resident and a graduate of the University of Nevada, Reno, Abbi volunteers with Let's Move Nevada, the Obesity Prevention Foundation, Nevada's Center for Entrepreneurship and Technology, the Susan G. Komen Foundation and many other charitable and business organizations.

### **Liz Bowling, Account Director**

Liz Bowling is a seasoned advertising executive with substantial agency experience in the client leadership, public relations and special events realm. She has spent the past 10+ years working in New York City and Denver agencies to increase brand awareness and achieve strategic goals for a variety of Fortune 500 clients, including American Express, P&G, Kellogg's, Coke and Verizon Wireless. She has a sharp eye for detail and effortlessly deepens relationships with her passion for the industry.

Liz also specializes in sponsorship development and promotional strategy/execution. To her, creating experiential marketing platforms and unique touch points for consumers to engage with is an ever-evolving and exhilarating task. She is known for her adaptability, positivity and flawless execution.



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### **Betsy McDonald, Account Manager**

Betsy redefines “jack of all trades” by bringing two ends of the spectrum together, creativity and organization. With more than a decade of public relations experience, Betsy’s chameleon qualities and vast range of knowledge are a result of account management, media relations, marketing, and special event production for a gamut of clients, including four-diamond beachfront resorts, sports bars, law firms, developers, major special events and even the PGA TOUR. Betsy’s work has earned her several Public Relations Society of America (PRSA) and American Marketing Association awards. She combines these award-winning skills for The Abbi Agency to plan and execute wide-ranging campaigns that help clients reach, influence and create conversation with target audiences both on and offline.

Betsy brings vast experience working with special events including the Reno River Festival, Artown, Lake Tahoe Shakespeare Festival and Lake Tahoe Music Festival to TAA as well as experience working with the former Incline Village/Crystal Bay Visitors Authority and the Reno-Sparks Convention and Visitor’s Authority, making her a relative expert in northern Nevada special events and tourism public relations.

Outside of the office, Betsy is an active member of the PRSA Sierra Nevada Chapter and involved with the Northern Nevada March of Dimes. Betsy graduated with a B.A. in Journalism with an emphasis in public relations from the Reynolds School of Journalism at the University of Nevada, Reno.

### **Ronnie Parker, Creative Director**

Although he always liked to doodle and throw pots on the wheel, Ronnie fell in love with the art process when a high school teacher forced him to come to art class early every day. It was meant to be a punishment. It ended up being food for his soul. Ronnie creates art both for a living and as his life blood.

Ronnie has worked for several advertising agencies and was a founding member of one of northern Nevada’s largest marketing firms. Upon stepping away from the “big-agency business,” Ronnie founded Boost Creative, which merged with The Abbi Agency in 2013 to create a full-service digital marketing firm.

Ronnie has taken home numerous awards for his work in advertising and creative direction during his time in the business and looks forward to earning many more together with The Abbi Agency.



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### **Krystal Tingle, Public Relations Director**

Krystal has seen the media world from all angles — TV news reporter, publicist, press officer and media relations pro. It's that understanding of the way the media world works, and a natural knack for cutting through the public relations chatter that reporters face every day, that consistently lands her placements in the nation's top publications and TV programs. A former KRNV News 4 morning television reporter, Eldorado Hotel Casino publicist and QuinnStreet press officer, Krystal is a media relations veteran with expertise building relationships with national writers, and developing creative and strategic public relations campaigns. She also produces press conferences, special events and media tours.

### **Callie Crawford, Social Media Manager**

Callie Crawford leads the social media charge for The Abbi Agency as its social media manager. She is passionate about social media, marketing, content creation and graphic design and puts that passion to use for some of the agency's largest clients. Callie spends the majority of her time writing, promoting campaigns via social media and researching new ways to use this new technology to help clients achieve measurable, impactful results.

Callie is a graduate of the Reynolds School of Journalism at the University of Nevada, Reno, where she received her Bachelor of Arts degree in journalism with an emphasis in advertising and a minor in sociology.

### **Leah Scherschel, Senior Account Executive**

Whether it's local or national news, print or broadcast, Leah enjoys being part of the storytelling process. Organized, strategic and focused, she is the type of media relations professional that journalists rely on as a true asset. Leah leads media relations for clients that range from the food and beverage industry to non-profit charities. Her proudest moments at The Abbi Agency have been helping northern Nevada and national charities succeed. Leah's passion for working with charities extends outside of The Abbi Agency office. She is working to bring Best Buddies to Northern Nevada, a non-profit that pairs volunteers with the developmentally disabled to combat social isolation.

Over the last two years, Leah has worked closely with the Wild West Motor Sports Park and Lucas Oil Off Road Racing to promote the Reno stop on the Lucas Oil circuit. Her media relations efforts have garnered the event an array of positive media coverage throughout the region, including a segment with Good Morning Sacramento, and the grassroots marketing portion of the 2013 campaign helped the event further its relationships in the community while also attracting more attendees than in 2012.

### **Nicole Dion, Production Manager**

Nicole is a small girl with a big passion for helping businesses engage with their customers. Social media savvy and gifted in graphic design, Nicole has the versatile skills necessary to head up a full-fledged multi-media campaign. Whether it is writing a client's blog post, building Wikipedia pages, creating custom tabs for Facebook or designing a website, she can handle anything you throw at her. If she doesn't know how to do it yet, she'll figure out a way to get it done.

### **Connie Anderson, Account Executive**

Connie is our newest hire at our Reno office. She is passionate about being involved in our northern Nevada community and communicating the stories of our local clients. She has been involved in public relations throughout her college career. From gaining media coverage from a non-profit to a local food truck while in college, she has never shied away from a challenge. Her desire to lead has led her to serve on the Public Relations Student Society of America Executive Board at the University of Nevada for three years. She fills her free time by staying on top of the newest trends and music; one of her proudest moments was being in the first 10,000 people to watch the viral video Gangnam Style on Youtube.

## Project Goals

- Update the current ASUN website to a more modern look
- Condense content for an easy to navigate site that can be updated frequently
- Highlight opportunities for students to get involved with ASUN
- Promote the new ASUN website to increase campus awareness

## Our Process

### **Discovery**

The first phase of the process is the Discovery Phase. This is one of the most important steps of the journey as it sets the stage for the exchange of ideas and visions that will assist in defining the project's mission and goals. This exploration facilitates the conversation wherein we share, evaluate, research, assess and define:

- The 2 theoretical states: 'where we are now' and 'where we want to be' at the end of the project.
- Project needs and requirements.
- Desired outcome and goals for success.
- Success within the scope of this project and how do we measure it.
- Features and functionalities to be implemented.
- The user experience (internal and external), as well as the brand experience.

- The brand identity (ethos, style, logo, images, colors, etc) and how the brand is represented and invigorated throughout the user experience.
- The synergy to be created between the marketing efforts behind the new site and other ongoing digital and offline marketing directives.

In summary, this phase is composed of 3 critical elements: research, communication and understanding. Those elements are vital to the generation of a well thought-out strategy for success, powered by a crystal clear understanding of ASUN objectives.

Also in this phase, project management is put in place, roles are defined, and responsibilities are assigned.

### Design

Armed with clear working strategies and having done the preliminary necessary research, TAA begins to explore feasible approaches to accomplishing the goals defined during discovery. The Design Phase officially starts as the team puts pen to paper and begins to draw the story of the project. This endeavor goes well beyond complimentary color selection or even engaging typography, the iterative sketches and concepts that are shared aim to place us on a path where we will end up with 2 or 3 working directions, which will then be further refined and distilled into the final approved design. On that path, we will have taken the following concurrent steps:

- Through wire-framing, we will have explored and laid out the site taxonomy.
- This, in turn, will have assisted in confirming and ratifying our site and technology architecture. This paves the way to and facilitates decision-making with regard to critical development and deployment questions such as data model and implementation, CMS selection, plugin or extension identification and selection, etc.

In summary, in the Design Phase, we work to crystallize the dream and render it into an aesthetically-pleasing visual story through iterative versions with your participation as a client. The inspiration is then brought to life in the form of a UI (User Interface), which is in line with the project's mission, will convert seamlessly into a workable UX (User Experience), and supports the site architecture and technology components of the project.

## Development

- At the end of Discovery, we have a plan!
- At the end of Design, we have a plan and we know what it's supposed to look like, how it will navigate, and how it will perform.

In the Development Phase, we continue the sequential evolution of our process by inheriting the visual assets (the art, the imagery, the colors, the navigation schemes, etc.) and translate the design into code. The logic and machinery of what will make the site work are coded; any needed extensions, plugins or 3<sup>rd</sup>-party integrations happen here, giving way to a unified experience where the spirit of the site comes to life through code.

Of great importance are the constant introspective analyses that are the heart of every phase in the process. Every step is measured against the standards of the vision:

- Is it creative enough?
- Is it in line with our mission?
- Is it engaging, relevant and does it support what we are trying to accomplish?

This internal system of checks and balances, along with frequent client meetings and feedback, help ensure that we are always on focus and on target with regard to delivering success as mutually understood and expected.

## Testing & Deployment

As we prepare to deploy, we first undergo a series of strategically planned QA sessions, hence entering the Pre-Deployment Test Mini-Phase.

Leaving nothing to chance, we first aim to uncover and fix beforehand any issue (performance or otherwise) affecting the potential success of our release. So, among others, we test against the following:

- Did we achieve the desired look and feel?
- Is the user experience (and everything else) in keeping with the projects' stated goals and vision?
- Does the site perform well:
  - Does it load fast?
  - Does it render well under targeted browsers?
  - Do the forms work well?
  - Does site automation work well (auto-responses, etc)?
  - Is the back-end intuitive and easy-to-use?
  - Is the content properly loaded?

Once confidence has been achieved through testing that the build has accomplished the project's listed goals, then we deploy the site, migrate and push it live!

### Support

Now that the site is live, we're done right? NO!

Our commitment goes beyond the delivery of a meticulously-planned, masterfully-designed, intelligently-coded site. Indeed, well beyond project delivery, we ponder the questions:

- Did we achieve success, as was defined during the Discovery Phase?
- Are there any elements that were overlooked?
- Is there anything we can do to make the site even better than originally imagined and published?

Although the intensity of our conversations and the frequency of calls and exchanges may decrease, our dedication to excellence and our commitment to serving you remains. We are here, grateful, happy and disposed to support the work we have created together, and to evolve it into even greater things as the future unfolds or demands it.

### Public Relations Strategy

In addition to content development and website design, it is highly recommended by The Abbi Agency that a formal rollout strategy is in place at the time of launch. The PR team will focus efforts on educating students about site offerings and resource tools, ultimately boosting overall awareness of the ASUN. The team will also help overcome perception problems among the student body by helping to redefine what the ASUN stands for.

The start of a new school year evokes a high level of engagement from both incoming freshman and upper-level classmen. They are eager to be back on campus and this is a perfect time to talk to them about the new ASUN website, activity calendars, involvement, and the team of leaders who construct the ASUN. TAA team members will be on-campus at key events to help achieve outreach goals, starting conversations with students. Some tactical examples:

- Presence at freshman orientation and dorm move-in day (with iPad's to show new students navigation tips and resource tools)
- Presence at UNR events
- Branded shirts so ASUN is easily recognizable
- Swag giveaways that drive students to the website
- Local media outreach and education on the new website

- Site Exploration Series – identify unique locations around campus and Reno (local student hot spots) to educate students on ASUN resources and events
- Digital integration opportunities with ASUN and UNR

### Social Media

Social pillars that further extend ASUN awareness are key in building positive perception goals. Visual images of events and tweets about what’s upcoming will help increase engagement and the existing fan base. The Abbi Agency will assist in overarching strategy, including content recommendations and posting frequency.

### Marketing Collateral

The Abbi Agency design team will construct a small piece of marketing collateral that will be distributed to students at key events. Cleverly designed and in alignment with the ASUN brand, the goal will be to drive students to the website, promote student interest in social activities and overall awareness / education of who ASUN is.

### Project Timeline – Website Development

Unless otherwise specified, “days” refers to business days (Monday – Friday 8 am – 6 pm). Client deliverables appear in italics.

#### Discovery Phase

Discovery meeting(s)	1-2 days
Site Architecture & Priorities	5 days
<i>Site Architecture &amp; Priorities Approved</i>	3 days

#### Design Phase

New wireframe developed (TAA)	5 days
<i>Wireframe approved</i>	3 days
Website designs presented	14 days
<i>Feedback on designs (R1)</i>	5 days
Design revisions	2-4 days
<i>Feedback on designs (R2)</i>	5 days
Design revisions	2-4 days
<i>Feedback on designs (R3)</i>	5 days
Final design comp provided	2-4 days
Secondary page layouts provided	3 days
<i>Secondary page revisions (R1)</i>	5 days
Secondary revisions delivered	2-4 days
<i>Secondary page revisions (R2)</i>	5 days
Final layout approval	4 days
Site content edited	5 days

<i>Site content revisions (R1)</i>	5 days
Site content revisions provided	2-4 days
<i>Site content revisions (R2)</i>	5 days
Final approval on site content	2-4 days
<b>Development Phase</b>	
Website development	21 days
Site population	3-4 days
<b>Testing &amp; Deployment Phase</b>	
Browser and device testing	5 days
Bug fixing	3 days
Site launch	2 days
<b>Support</b>	as needed
Cost Proposal	
<b>Project Management</b>	\$ 2,500.00
<b>Design</b>	\$ 1,825.00
Creating Wireframes	
Research & Sketching	
Creating design comps	
<b>Production</b>	\$ 1,075.00
Web design process (building out HTML & CSS)	
<b>Copywriting/Copy Editing</b>	\$ 1,400.00
Edited the current website copy	
<b>Website Production</b>	\$ 9,725.00
Development	
Website content population	
<b>Testing</b>	\$ 375.00
Browser and device testing	
<b>Migration of Files</b>	\$ 750.00
Launching the site	
Database migration	



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**Public Relations Project Fee**

\$ 5,000

TAA proposes a project fee of \$5,000 for the period beginning August 1, 2014 through September 15, 2014. It is our experience that establishing a project-fee contract allows our team of public relations and marketing professionals to make the most of every opportunity and proactively pursue additional promotional opportunities and beneficial business relationships. It also allows for more effective budgeting for the client as unforeseen costs remain at a minimum.

Travel expenses will be billed separately, as well as all work completed outside of the project retainer, at \$125 per hour. All printing and production costs, e.g. collateral materials, video, invitations, postage, letterhead, will be estimated ahead of time and approved by the client prior to execution.

**Site updates**

\$ 75.00 / hr

**Hosting**

\$ 100.00 / mo.

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Total estimated cost:

\$ 22,650.00

Exceptions & Assumptions

**Exceptions**

Unless specifically, the following items are not included in the estimated price:

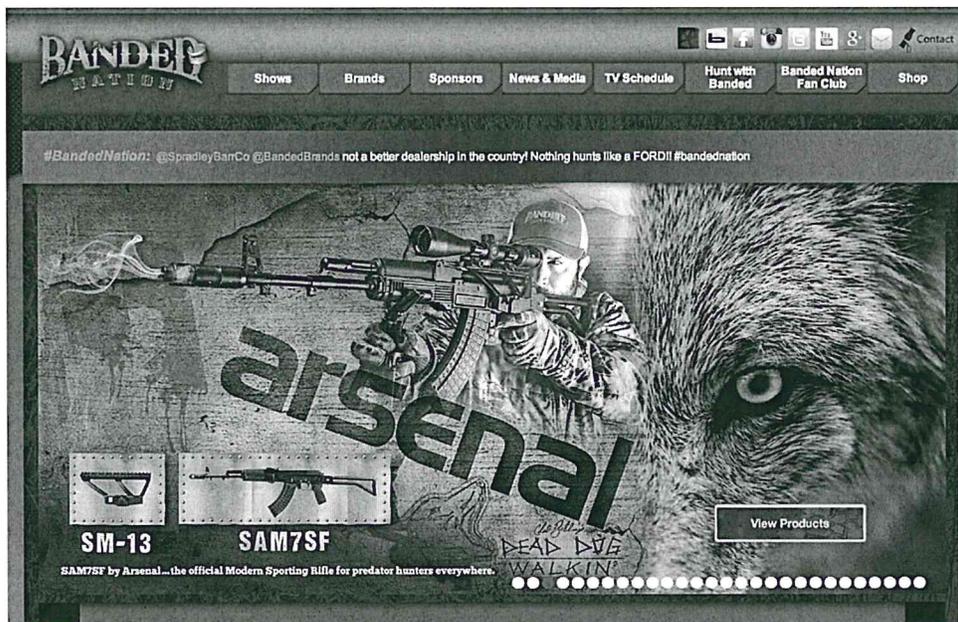
- Generating new content
- Generating specific illustration or animation elements outside the scope of imagery built as part of the UI during the Design Phase.
- Generating specific Flash or animation of any type outside the scope of creative work built as part of the UI during the Design Phase.
- Logo or identity design.
- Illustration or photo retouching outside of the scope of creative work built as part of the UI during the Design Phase.
- Audio/Video editing or authoring beyond of the scope of creative work built as part of the UI during the Design Phase.
- Issues that are due to client-side software updates.
- Obsolete browser compatibility. As a rule we will ensure compatibility for the last 2 versions of the major browser types (IE, Safari, Firefox, Chrome).

### Assumptions

- The Abbi Agency will assume hosting responsibilities and database management of the site.
- We assume that we will be inheriting the data model, architecture and content from the current site. So, explicitly, we will not be switching databases, nor will we have to re-create a new or distinct database for the new site. We may however make changes as needed to the database structure.
- There's a small number of external or 3<sup>rd</sup>-party integrations or handshakes. We assume that the new site will inherit and make use of those components, as opposed to generating new logic that internalizes or replaces them.
- We assume that the new site will be responsive.
- We assume that the same content which populates the current site will also populate the new site with edits. Same data, but new implementation and management scheme.
- We assume that the site is currently using a proprietary CMS. We further assume that we will move to an open-source system like WordPress or Drupal for better evolution and maintenance options, also helping to enhance manageability, universality and availability of resources, extend the lifecycle of the site, and future-proofing.

### Work Samples

**Banded Nation:** ecommerce, Wordpress  
<http://www.bandednation.com/>



**Campo: Wordpress**  
<http://camporeno.com/>



**THIS JUST IN** Our Valentine's Day Menu is up on our blog.

#RENOFOODPORN

MAKE A RESERVATION

Party Size:

Date:

Time:

[FIND A TABLE](#)

LATEST TWEET

Have you tasted our Crispy Polenta with Truffle Mascarpone?

#renofoodporn <http://t.co/5BICRvUtz6> about 1 hour ago

Follow @camporeno | 1,763 followers

HOURS OF OPERATION

LUNCH // MON-SAT: 11:30 am - 2:30 pm

LATE LUNCH // EVERYDAY: 2:30 pm - 5 pm

DINNER // SUN-THURS: 5 - 9 pm

FRI-SAT: 5 - 10 pm

SUNDAY BRUNCH // 11 am - 2:30 pm

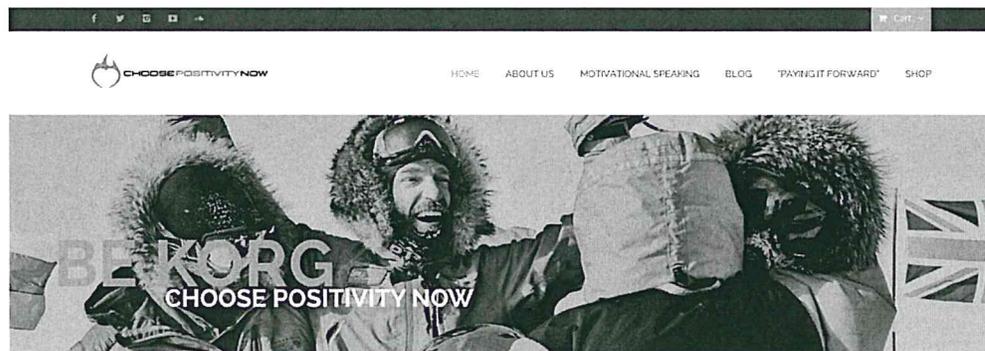
HAPPY HOUR // MON-FRI: 4 - 6 pm

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[f](#) [t](#) [p](#) [g](#)

**Korg Movement: ecommerce, Wordpress**  
<http://choosepositivitynow.com/>



Welcome to the official *Choose Positivity Now* website!

My name is Grant Korgan and I am a Speaker, an Athlete, the Author of the book *Two Feet Back*, and it is my passion to teach people how to overcome adversity and choose positivity in their every day lives, because it's human to fall down; the magic happens when we get back up!!! MadLuv - Grant



**Esteem Medical Spa: Wordpress**  
<http://www.esteemmedspa.net/>



Promotions