

University of Arizona (UA),
Sonoran University Center for Excellence
in Disabilities, Education, Research and Service
(Sonoran UCEDD)

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Scope of Work (SOW) for the Arizona Developmental Disabilities Planning Council
(ADDPC) – ***Employment First Website Development, Launch, and Maintenance, Year 2***

Date

January 3, 2019

Services Performed By:

Sonoran University Center for Excellence in
Disabilities, Education, Research and Service
(Sonoran UCEDD)
P.O. Box 245052
Tucson, AZ 85724

Services Performed For:

Arizona Developmental Disabilities
Planning Council (ADDPC)
3839 North 3rd Street, Suite 306
Phoenix, AZ 85012

This Scope of Work (SOW) is submitted to the Arizona Developmental Disabilities Planning Council (ADDPC). Targeting two of ADDPC's new 5-Year Goals, Employment and Inclusion, Sonoran UCEDD (SUCEDD) proposed the following project in 2017 to rebuild, update, and improve the functionality of the Arizona Employment First Website. A revamped Employment First website is a critically needed resource to increase public awareness of Employment First initiatives in this state and to build support for developing and implementing strategies that will result in a paradigm shift of "employment as the first consideration" for all Arizonans with disabilities. The purpose of the website is to provide access to inclusive employment related opportunities, facilitate community connections, and encourage and increase inclusion of individuals in the workplace through a centralized platform for comprehensive access to employment related information.

Note that this scope of work proposes a second year of funding to complete development, maintain the website, and train SUCEDD staff to maintain the Employment First website in subsequent years. It includes a substantial funding amount for the web developer to continue developing the site and to train SUCEDD staff to maintain the site after this final year of funding. The original web developer selected was not able to meet ABOR verification of coverage requirements and rescinded its agreement for contract work in the month development was slated to begin. This combined with delays in executing the contract with the current developer resulted in significant delays in the scope of work as outlined for Year 1.

Period of Performance

The Scope of Work for Year 2 shall commence January 12, 2019 and shall continue through January 11, 2020.

ADDPC Employment and Inclusion Goals

Through this Scope of Work, SUCEDD plans to address two goals of the Council. This includes:

Goal 2: Employment

Increase awareness of employment potential of people who have developmental disabilities, link them to resources needed to achieve their employment potential, and foster job creation, hiring, retention, promotion, and self-employment.

Goal 3: Inclusion

Motivate communities to include people of all ages who have developmental disabilities in all aspects of community life. *Competitive, integrated employment leads to greater community living.*

In addition, development and maintenance of Employment First website will support ADDPC's following objectives:

1. Increase Developmental Disabilities (DD) Network collaboration to include, in addition to the ADDPC and the SUCEDD, participation and support from the Institute for Human Development (IHD), and the Arizona Center for Disability Law (ACDL);
2. Address targeted disparities, including unserved and underserved Arizona populations and communities; and
3. Enhance opportunities for Cultural and Linguistic Diversity. *SUCEDD will incorporate findings and new practices emerging from the current efforts of SUCEDD and other DDD network partners to evaluate cultural and linguistic diversity internally and as demonstrated through community outreach. Newly developed tools, resources, and best practices related to promoting cultural and linguistic diversity will be posted to this website.*

Previous Year (1) Scope of Work

SUCEDD will assist the Employment First web developer to design and maintain an accessible, user friendly Employment First (EF) website that will serve as the "go to" resource for Arizonans with and without intellectual and developmental disabilities to learn about the Employment First initiative, legislation that supports employment as a first option for individuals with disabilities, and strategies for becoming an Employment First state. The EF website – its framework and rich content housed within – naturally aligns with ADDPC's goals of Employment and Inclusion.

Project Coordinator, Employment First Communications Committee, and other stakeholders will continue to compile recommendations for the development, design, and content of the new Employment First Arizona website. This group will share the following with the designated web developer: ideas, existing materials, identified resources, logos, elements from the current Employment First Arizona website, and all other relevant information previously compiled by the Employment First Committee(s).

The design of this website will include features identified by the group referenced above as well as relevant recommendations issued by the Employment First Core Team and web developer. These include, but are not limited to, the following features:

- modern, contemporary design that incorporates the Employment First and AZ APSE logo;
- color scheme compatible with developed materials;
- URL links or images that redirect to links;
- drop-down list of sub-pages for easy site navigation;
- website search field with results page;
- *Contact Us* page through which visitors can send comments, questions, request a speaker/presenter, or be added to a mailing list;
- accessibility features including screen reader compatibility and closed captioning for posted videos, webinars, or other media;
- resources provided in Spanish as available; and

- links to partners' websites including, but not limited to, DD Network partners, ADDPC initiatives/projects (e.g., Untapped Arizona/US Business Leadership Network (USBLN) and Work Incentive Information Network), EF Core Team members, and other statewide employment initiatives for individuals with I/DD and other disabilities;

We will also continue to work closely with Untapped Arizona/USBLN and DD Network partners to accomplish some of these tasks as well as to develop new collaborative projects such as the production and posting of webinars and videos. Institute for Human Development (IHD-AzUCD) partnered with EF AZ in April 2014 by providing a platform for Arizona's first Employment First webinar. In addition to linking to this archived webinar, the EF Communications Committee will partner with IHD to produce a second webinar that includes national legislative and state EF updates. Arizona Center for Disability Law (ACDL) has committed to partner on a series of videos illustrating employment successes of Arizonans who have a disability. The project will endeavor to include stories of individuals representing diverse backgrounds, geographic locations, age groups, interests, and abilities. A cost enhancement to the Year 1 contract was executed for the production of two additional videos highlighting employment success stories of Arizonans with I/DD. These videos will be produced in Year 2 and uploaded to the Employment First website. Naturally, the website will also link to or post existing partner materials including resources and tools for employer engagement, self-employment, ADA compliance, and the like.

The website will be housed on the server of the chosen web developer. In Year 2, we will continue to contract with the web developer for website launching, web-hosting/content-updating and with *BrowseAloud* for language translation (see budget justification). We anticipate that for years three and beyond, the Principal Investigator, other SUCEDD staff, or Employment First team members will be able to monitor and update page content. As such, overall long-term costs should be minimal. With the growing commitment to Employment First in Arizona, we feel confident that partners will step up to provide future resource needs (time and financial). As the Arizona chapter of APSE (Association of People Supporting Employment First) matures, and membership increases, SUCEDD and APSE will partner to identify alternate sources of funding, apply for foundation grants, and seek community funding to support long-term success and sustainability of the website.

Progress Summary

Barriers and Solutions

As previously reported to the Council, the ADDPC/UA ISA was signed on January 12, 2018. The OCALI team was slated to begin website development in June 2018. UA procurement office had been in negotiation with OCALI to finalize/execute the subcontract. Due to insurmountable issues related to UA mandated verification of coverage that OCALI was not in a position to submit coupled with unforeseeable internal workload changes, OCALI rescinded its offer to provide services in July 2018. After losing OCALI as the web developer, researching potential vendors resumed. The EF website team opted not to approach the two other vendors originally identified because after learning about best practices in web accessibility, working with a designer with expertise in this area became paramount. In late July, a web developer was recommended by an EF communication subcommittee member/PhD candidate from ASU. The team began working with the designer, an expert in web design user accessibility, even though UA procurement delayed in issuing a purchase order until early October 2018.

Progress Reported on Website Development

- Initial discovery
- Information architecture analysis & build
- Initial site design/layout/wireframes: homepage, basic page, resource pages design
- content type and backend of website build implementation
- Current accessibility benchmarks research
- Homepage, basic page, resource pages design & backend implementation
- Theming, hosting, testing, content entry

- Provision of design mock-ups including color design
- Linking to other resources – URL and PDF upload
- Exploration of implementing BrowseAloud plugin
- Adding a *Contact Us* page
- Adding a *SEARCH* feature
- Adding *Partners* page – partner name will be spelled out and placed before written live URL
- EF communications subcommittee researched preferred vendors for closed captioning of videos with UA negotiated costs provided by UA Disability Resource Center
- EF logo rework
- Continuation of content cataloging by the EF communications subcommittee

Expended Funds:

- Funds expended in Year 1 were limited to \$10,000 invoiced by the web developer, \$5,000 less than amount allocated.

Notes:

- The website platform is Drupal hosted by Pantheon considered to be the premiere hosting service for Drupal and WordPress.
- Usability is the overarching concern where much effort and time has been expended such as preferred font and color contrast and navigation execution with screen readers (e.g., skip to content; skip navigational features; screen up and down).
- Anticipated date of website launch is late-January 2019.
- \$4,545 for production of videos was approved by council as a cost enhancement in December 2018. These videos will feature employment success stories and will be available for viewing on the new website. Featured employees for videos have been identified and videos are proposed to be produced in Year 2.
- In October 2018, Institute for Human Development (IHD-AzUCD) partnered with EF AZ and ADDPC to produce a webinar on national legislative and state EF updates. A link to the recorded webinar will be posted to the EF website.

Year 2 Scope of Work

SUCEDD will continue to work with the web developer to launch and maintain the Employment First website and ensure it has an accessible and user-friendly environment that will serve as the “go to” resource for Arizonans with and without intellectual and developmental disabilities to learn about the Employment First initiative, legislation that supports employment as a first option for individuals with disabilities, and strategies for becoming an Employment First state. Two videos with approved funding of \$4,545 will be produced in Year 2 (see Implementation Plan next page).

Additional item pursuant to Employment First promotion in Arizona

We propose including costs to host an individual in Phoenix who will present at the 8th Annual African American Conference on Disabilities, Friday, February 15, 2019 at Desert Willow Conference:

- Mr. Aleong is the closing keynote presenter and first keynote speaker with IDD at this conference; he is also a member of an underrepresented racial group.
- In addition, he will serve as a guest speaker at a UA event to talk about inclusion and advocacy in postsecondary education and employment for people with IDD and the intersection of race, disability, and justice.
- He will be featured in a video addressing employment – personal journey, role of education, future goals/plans – to be posted on the EF and SUCEDD websites and social media platforms.
- Through this cost enhancement supporting Mr. Aleong’s travel to Arizona, Employment First will have an exhibitor table at the 8th Annual African American Conference on Disabilities.

Outcomes

Anticipated outcomes of this proposal for a website as detailed above include the following:

- Arizonans will be better educated on all things related to Employment First principles including strategies for instilling these principles across all sectors;
- an increase in referrals to and engagement in the Vocational Rehabilitation agency/process;
- a marked reduction in the number of individuals engaging in subminimum wage settings;
- an enhanced and relevant website in plain language featuring user-friendly navigation that provides improved access to employment and information on services that better meet the needs of people with disabilities;
- an increase in the number of providers and other support staff engaged in evidence-based and best practices in employment supports (e.g., supported and customized employment, person-centered planning, Discovery) resulting in an increase in competitive, integrated employment outcomes;
- and a central, unified place for state agency and other community personnel (VR, DDD, providers, etc.) to seek comprehensive employment resources.
- Anticipated outcomes of supporting Mr. Aleong's travel to Arizona
 - Conference and UA event attendees will have an increase in expectations and possibilities for people with IDD;
 - Conference and UA event attendees will have increased awareness on issues related to the intersection of IDD, race and justice;
 - Employment First website visitors and social media users will learn about Mr. Aleong's personal transition from high school, to post-secondary education, to his current and future goals.

This website will also allow us to highlight the newly fully chartered AZ APSE Chapter to expand membership; disseminate information about events, trainings, and workshops; and engage the community at a larger scale to spread and incorporate Employment First principles across the State of AZ in all sectors. The ultimate outcome will be to increase competitive, integrated employment outcomes for Arizonans who have disabilities.

Implementation Plan

Timeline	Individual(s) Responsible	Quarter			
		1	2	3	4
Preliminary website launch	Web Developer	X			
Overall feedback	EF Communications Subcommittee	X			
Visual aspect feedback	EF Communications Subcommittee	X			
Visual design adjustments	Web Developer	X	X		
Usability testing (series)	Web Developer, Participants with Disabilities	X	X		
Add comment section for website development	Web Developer	X			
<i>BrowseAloud</i> incorporation	Web Developer		X		
Final website launch	Web Developer		X		
Additional content loading	Web Developer and SUCEDD		X	X	X
Posting of videos with CC	Web Develop, SUCEDD CC vendor		X	X	X
Registered trademark for logo	EF Communications Subcommittee	X	X		
Copyright content	EF Communications Subcommittee	X	X		
Develop additional success stories	EF Communications Subcommittee	X	X	X	X
Video production	Videographer vendor, SUCEDD	X	X	X	X
Continuation of content vetting	EF Communications Subcommittee	X	X	X	X
New resource development	EF Communications Subcommittee	X	X	X	X

Training SUCEDD staff on Drupal	Web Developer		X	X	X
Define and implement website evaluation	Web Developer, SUCEDD	X	X	X	X

Implementation of *BrowseAloud* (justification):

The purpose of *BrowseAloud* is added functionality to provide a better user experience by reducing barriers between content and all audiences. The software adds speech, reading, and translation to a website aiding access and participation for people with low computer literacy, Dyslexia, low language literacy, non-English readers, and individuals with mild and significant visual impairments who may not have access to a screen reader (e.g., those accessing a library computer that does not have an installed screen reader). Online content can be read aloud in multiple languages using the most natural and engaging voice to transform the user's reading experience.

Budget Justification/Narrative

Year One: January 12, 2019 – January 11, 2020	
Subcontract Web Developer Web Developer/Hosting Services (which includes annual server-related services, purchase of domain, and routine back-ups and maintenance)	\$ 10,000
Texthelp/BrowseAloud Spanish and other language translation for website content	\$ 2,495
Additional Language Translation Needs Spanish and other language translation for website content	\$ 3,000
Video Production for Website Two videos highlighting success stories of employed Arizonans who have a disability	\$ 4,545
Conference Support – Speaker Travel African American Conference on Disabilities; speaker will be featured in a video about post-secondary education and employment	\$ 2,000
Indirect of Total Cost (10%)	\$ 2,204
TOTAL REQUESTED AMOUNT	\$24,244
Matching Funds – In Kind Personnel Program Manager, Employment 1 st and Transition Initiatives (.0492 FTE + 32% ERE) Program Coordinator, Senior, Project SEARCH Arizona (.0492 FTE + 32% ERE)	\$ 8,086

Budget Request Form

Contractor Name: University of Arizona, Sonoran University Center for Excellence in Developmental Disabilities

Contractor Address: PO Box 245052, Tucson, Arizona 85724
Street Address City State Zip

Project Name: Employment First Website

Budget Category	Requested ADDPC Funds	Non-Federal Cash Match	Non-Federal In-Kind Match	Total Program Cost
Personnel/Salaries				
Fringe Benefits				
Supplies / Operating Expenses				
Travel	\$ 2,000			\$ 2,000
Rent or Cost of Space				
Contracted Services / Professional Services	\$ 20,040			\$ 20,040
Administrative / Indirect Costs	\$ 2,204			\$ 2,204
Total Costs	\$ 24,244		\$ 8,086	\$ 32,330

Subject to University of Arizona Approval

It is understood that Non-Federal Funds identified in this budget will be used to match only ADDPC Federal Funds, and will not be used to match any other Federal Funds during the period of the ADDPC funded Project.

Additional description and background information shall be included as a budget narrative, including for match. The contractor agrees to submit additional background information to the ADDPC upon request.

Name of Certifying Official

Title of Certifying Official

Phone Email

Submitted by

Laura Schweers

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DRAFT - Subject to UA Approval