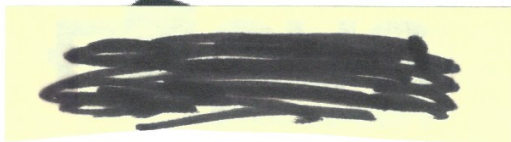


**Product Proposal:
Craft CMS Implementation for [REDACTED] University**



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Craft CMS Overview

Craft is a PHP- and MySQL-based content management system that is built upon the Yii framework. Craft CMS is becoming established as one of the best CMS options available today.

Product Advantages

Craft CMS is easy to install, and the software is affordable.

With Craft CMS, users define their content's organization and structure, so sites can be designed to meet complex and overlapping needs. Styling and UI interactivity are also left to the user. The software imposes no limitation to what a creative developer wants to do.

In Craft, the content sections allow for multiple types of entries, and every entry type has its own field layout, making it easy to update and reuse existing content. The overall design of Craft has a lot of flexibility to dynamic sites that are centered around content accessibility.

Product Difficulties

While it's advantageous that the Craft CMS comes with no preconceptions, building out an entire site from nothing will require an extensive amount of resources.

Sales and Support:

Online: craftcms.com/support

Email: hello@pixelandtonic.com

Phone: 855-700-5115 (M-F 10am - 5pm PT)

B. Technical Criteria

Focus is fully capable of running Craft CMS. The demo full edition is currently installed at <http://focus-university.focusschoolsoftware.com/> (user/password: admin/focus1234).

An example of ~~Focus~~ University's Add a Student documentation is provided at <https://demo.craftcms.com/wnSIN19Sj6/s/services>.

Server Requirements

Craft requires the following:

- PHP 5.3.0 or later with safe mode disabled
- MySQL 5.1.0 or later, with the InnoDB storage engine installed
- A web server (Apache, Nginx, IIS)

- A minimum of 32MB of memory allocated to PHP
- A minimum of 20MB of free disk space
- A minimum of 1MB of database space

Required PHP Extensions

Craft requires the following PHP extensions to be enabled:

- Reflection Extension
- PCRE Extension
- SPL Extension
- PDO Extension
- PDO MySQL Extension
- Mcrypt Extension
- GD Extension
- OpenSSL Extension
- Multibyte String Extension
- JSON Extension
- cURL
- crypt() with BLOWFISH_CRYPT enabled

Optional PHP Extensions

- DOM Extension - Used to parse RSS feeds.
- iconv Extension – Adds support for more character encodings than PHP's built-in `mb_convert_encoding()` function, which Craft will take advantage of when converting GET and POST request parameters to UTF-8.
- ImageMagick Extension – Adds animated GIF support to Craft, and preserves 8-bit and 24-bit PNGs when creating image transforms, rather than converting them to 32-bit.

Required MySQL User Privileges

The MySQL user you tell Craft to connect with must have the following privileges:

- SELECT
- INSERT
- DELETE
- UPDATE
- CREATE
- ALTER
- INDEX
- DROP
- REFERENCE

Control Panel's Browser Requirements

- Chrome 29 or later
- Firefox 28 or later
- Safari 9.0 or later
- Internet Explorer 11 or later
- Microsoft Edge

Mobile:

- iOS: Safari 9.1 or later
- Android: Chrome 4.4 or later

C. Costs

~~Focus~~ University will require the upgraded version of Craft CMS (Craft Pro) to integrate support from Amazon S3. Pro includes an unlimited number of user accounts, groups, and full access to permissions configuration. The upgrade also allows Focus to use its own logo and company branding.

The included pricing sheet link in the final section of this document provides a comprehensive list of Craft Pro's version upgrades.

Purchase Costs

A one-time \$299 payment purchases one Craft Pro license for one public domain.

Maintenance Costs

Amazon S3 and/or Google Cloud include subscription and storage-based monthly fees.

Support Costs

There are many free and commercial plugins for Craft CMS. Straight up Craft (www.Straightupcraft.com), an official resource, offers the most comprehensive list I could find at <https://straightupcraft.com/craft-plugins>.

Costs of Optional Third-Party Resources

Pixel & Tonic has featured a number of official service partners including resources for tutorials and training, custom development and technical consultations.

I purchased 2 online courses called the "Craft Starter Pack" from Mijingo (www.mijingo.com) that included videos, Power Point presentations, TWIG documentation, and a couple template examples from the course's sample site.

These resources cost a combined \$89 for roughly 4 hours of training, and I believe these courses were worth the investment.

D. Development & Maintenance Considerations

Site Development

Content Modeling into Sections and Fields

Existing documentation on **Focus** University would need to be planned out into the sections and fields that structure content in the Craft CMS. This can include text, images, internal linking and architecture, and lesson videos.

Although this would be a lengthy process for the entirety of **Focus** University, it could provide the opportunity to address any weaknesses in the existing support and make the large knowledgebase repository more accessible by specific needs.

In addition to addressing users according to their **Focus** products, profile type, state-specific needs, and school level, **Focus** University could be restructured by the *type of information* as well, for example:

- navigation and Focus site layout
- field descriptions/details
- step-by-step procedures
- automated processes
- version specifics and changes
- Focus tips and recommendations

Develop Architecture & Templates

The knowledgebase architecture and component-specific templating need to be coded in conjunction with the content modeling through the interface. Like similar platforms, Craft requires full-stack development and regular maintenance. Although the vast majority of the back-end development would be completed during the new Focus University's implementation, any updating would require both administrative access and an understanding of the existing CMS. Creating an internal documentation manual may be a worthwhile investment to include in this project.

Create User Accounts, Groups, & Permissions

Individual user accounts would need to be created with client-based specifics, including user profiles, district customizations, state reporting, etc. During the restructuring process, user groups could drive the development of more specialized content that meets specific user needs from the generalized existing content in ~~Focus~~ University.

Site Maintenance

New & Updated Content

As Focus develops new features and updates existing software, the supporting CMS would also need additional content to be developed, in addition to the ongoing changes in outdated material that are currently part of the CMS workflow.

Architecture & Template Maintenance

If Craft were implemented as the Focus University platform, system architecture and content templating would be ongoing needs to maintain a useful and supportive CMS.

User Accounts & Groups Maintenance

User accounts would need regular maintenance, especially as Focus grows its customer base and the existing clientele acquire new products and customizations.

E. References & Commendations

Sites Currently Using Craft CMS

The following sites demonstrate the versatility of Craft as a content management platform by using its design in very different and creative ways:

1. Associated Press (2): AP Definitive Source; AP Insights

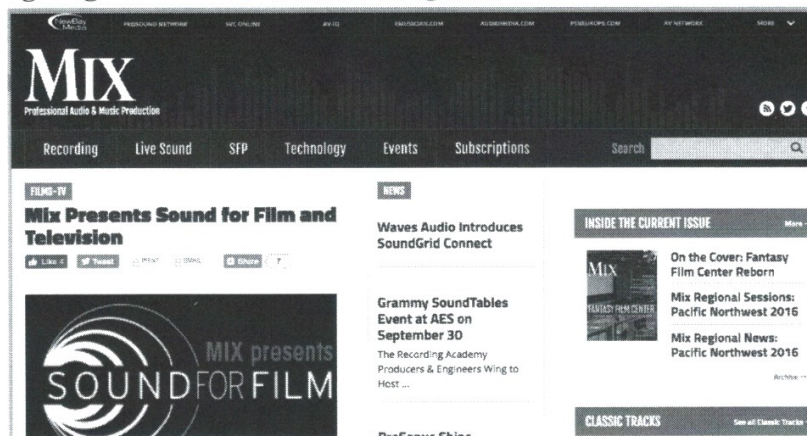
URL: <https://blog.ap.org> ; <https://insights.ap.org>



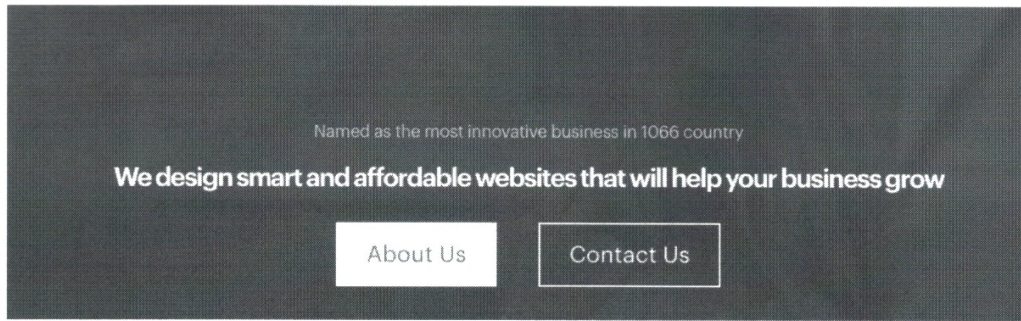
2. First Choice Emergency Room URL: <http://fcer.com>



3. MixMag Magazine URL: www.mixmag.com



4. The Rye Agency URL: <https://rye.agency/>



5. Vector Media Group URL: <https://www.vectormediagroup.com>



Industry Commentary

Sam Hernandez, developer, www.happycog.com contributor:

"What sets Craft apart is its friendliness toward front- and back-end developers alike. It has all the charm of a low-configuration, highly portable, easy-to-use platform and all the confidence-inspiring familiarity of a modern framework."

"For every project that we kick-off, we explore all possible options and recommend the best CMS for our client's needs. But for the majority of our projects we find that Craft is superior, especially given the custom, complex sites that we design and develop."

"Allowing content authors to create beautiful, interesting, and varied pages versus boring blocks of text increases the likelihood that site visitors will actually engage with the copy and read it all the way through."

Matt Weinberg, Co-founder and Partner at [Vector Media Group](http://taechogroup.com):

"I believe this world of \$500,000 CMSes is going away."

Official company blog for <http://taechogroup.com>

“Plugins are extremely simple to create, and allow you generate simple shortcuts to use as template tags or in-depth application type functionality. Over the past year, we've used Craft plugins to create a voting system, custom location detection, a subscription service and event integration with Eventbrite. Plugins can take on many different forms. From admin-based functions, dashboard widgets to front-end functionality, plugins are a great way to extend the baseline functionality of Craft.”

“Some might say that it's hard to draw a comparison between a platform that effectively just debuted vs. a platform with years of experience and community backing, but Craft has placed themselves in direct competition with the rest of market. “

2d. Megan Zlock, front-end developer for www.viget.com

“Craft is better than WordPress for more custom websites because developers can build instead of manipulate. This philosophy applies to creating the admin, content entry, and templating. Prominent downsides include difficulty finding solutions, the price, and storing all Fields as data only.”

F. Useful Resources

Pricing

- [Craft Pro upgrades](#)
- [Amazon S3 Pricing Calculator](#)
- [Free & Commercial Plug-ins](#)

Related Documentation

- [Official Craft CMS Documentation](#)
- [The Craft Cookbook](#)
- [Straight Up Craft](#)
- [Craft CMS Release Notes](#)
- [The Craft Field Cheat Sheet](#)
- [Twig Documenation Manual](#)
- [Craft Pro permissions](#)

Commercial Learning Resources

- [Mijingo “Craft Starter-Pack” Courses](#)
- [Up and Running with Craft](#)

Additional Craft-Related Articles

- [Bend Company Helps Build Complex Websites](#)