



Riley Broadcast Center | WTVS
1 Clover Court, Wixom, MI 48393-2247
248-305-3788 | DPTV.org

Request for Proposal for Michigan Learning Network Website Design and Development

Please return your proposal no later than 9/18/20

Purpose

Detroit Public TV (DPTV) is seeking an agency to design and develop a new website for the Michigan Learning Network.

Since the beginning of the stay-at-home order due to the COVID-19 pandemic, DPTV in partnership with community educators and PBS have provided educational programming and associated digital resources to foster at-home learning across all grade levels. Through these relationships we were asked to lead a statewide effort to get educational programming and resources to every home in Michigan.

The website will act as a streaming and video on-demand portal as well as a resource repository. This outlines the project's background, audience, and functional needs of the new website.

Project Background

DPTV will lead Michigan's public television stations in launching a dedicated broadcast service statewide to support PreK-12 students, their parents, teachers, and the community. We call this service The **Michigan Learning Network**.

- Michigan's public television stations **reach 100% of homes in Michigan**, blanketing rural and urban areas challenged by limited internet access for online learning.
- DPTV would assemble the infrastructure to provide a dedicated **broadcast channel**, a **streaming service**, a variety of **digital and social media platforms for on-demand content**, and **extensive engagement** to ensure content is accessed statewide.
- DPTV would work in direct partnership with education stakeholders to **design and assemble content** in order to **match the state's merit curriculum calendar** for the school year.
- DPTV's platforms could provide a variety of **professional learning opportunities for educators** and early childhood service providers, helping them to adapt to new forms of pedagogy and sharing tools to build stronger student and parent relationships.



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- The Michigan Learning Network would also serve **adult learners**, providing an on-ramp to **college and career certification programs**, in collaboration with unions, community colleges and universities, to help **fill high-need positions in the workforce**.
- The channel would dynamic, **rapidly adapting** to changing needs and priorities.
- DPTV would launch strategies to **engage parents** more deeply in their children’s learning, encouraging strong partnerships with teachers and their local schools.

Public television has been providing engaging educational programming to young children for more than 50 years, and for 17 years in a row has been named the most trusted public institution in America. Launching an additional channel is not new to DPTV; in January 2017, we launched our 24/7 children’s channel, Detroit PBS KIDS, which excels in reaching low income and ethnic households and is one of the most viewed channels in the country.

Budget

We are budgeting \$70,000 – 80,000 for this website, with a potential additional funding of \$5,000 to \$10,000 to be determined based on the scope.

Audience

The Michigan Learning Network will run on all six public television channels across Michigan, and this new website will be the central portal for all stations. The content will initially be targeted to **Pre-K through 12th grade** and **professional development for teachers**. Eventually the evenings will have additional adult educational opportunities such as GED, college preparation and career and technical education (CTE).

Because this is a new venture, we can only estimate its usage. We have benchmarked other PBS stations education channels, and can estimate the following:

- 10,000 digital livestream viewers monthly.
- 50,000 digital video on-demand views monthly.
- 100,000 sessions each month.

Goals

- Access the channel’s video through livestreaming, the schedule and video on-demand.
- Access companion or related resources for the lessons which may be documents, video, audio, links or text.
- Navigation by grade level, subject and week, with “this week” prioritized.
- Navigation by audience member – Teacher, Parent, Student.
- Navigation by Michigan Educational Standards
- Access to support

Functional Requirements

Video

- Video ready design– CSS should accommodate iframe, other potential code and be responsive for mobile, tablets and desktop
- Feature live video
- Video on-demand
- Player will need to be developed. Player should be FCC and NEA (IDEA) compliant for accessibility.
- Player will need to offer captions, sharing.
- Player should retain viewer information of where they left off.
- Player should have playlist feature that clearly displays videos related to a group or collection.
- Admin should have the ability to create playlists.

User Accounts

- Administrative access and management tools for internal users
- Admins create user accounts
- Admins need the ability to code HTML/CSS/JS with error correction
- Actions we'd like to handle include:
 - Add /modify images, text, menus, headers, categories, articles, static pages, blog content, video content, sidebar content
 - Add/modify tracking codes as needed (Facebook Pixel, Google Tag Manager, Ads Manager/DFP, etc.)
 - Admins can add editors to specific content areas
- Editors should be able to create articles, add video, add resources and publish content.
- An intern or contributor role should be available, where we can create content and give them credit, but they cannot publish.
- Use of technology to allow “watch lists” without login:
 - Save video and other assets to a user browser.

Technological and Functional Requirements

- Accessibility – the website must comply with the state of Michigan’s educational standards for accessibility.
- Responsive for mobile devices, tablets, desktops
- Integration
 - Google Classroom
 - Schoology
 - Other LMS (Canvas, See Saw)
 - CDN (TBD, but should be accessible via an API)
 - Remind

- School messenger
- Universally compatible to end users on browsers that comply with the State of Michigan’s educational standards including Windows, Mac OS Chrome, Edge, Firefox and Respondus LockDown Browser with reasonable backwards compatibility.
- Content must have the ability to have following attributes, but will not be limited to:
 - Michigan Educational Standards
 - Subject
 - Subjects have subcategories
 - Grade level, grade range (for example grades 3-5, 11-12)
 - Videos should be associated with a lesson
 - Lessons should be associated with a week.
 - Multiple assets should be able to be associated with a Lesson.
 - Supplemental videos (not in a collection, but in addition)
 - Suggest activities
 - Calendar feature (Remind? Other)
- Blog functionality:
 - Video feature by entering URL of video from CDN and creating the video at the beginning of the post.
 - Feature image on/off.
 - Comments managed by third-party tool like Disqus or similar moderation ability.
 - Lessons should be able to be linked to a blog post.
 - Lessons and their Assets should be viewable by that post.
- Robust database search tool:
 - Subjects
 - Lesson Plans
 - Grade level and grade range (for example grades 3-5, 11-12)
 - State Standards
 - Related assets
 - Week
- Must be able to utilize rotating banner ads and pop-up messages, including integration with third party tools like Optimonster
- Ability to schedule a home page feature rotation
- Schedule system integration
- Navigation support for at least one nested subnavigation level.
- Must be designed with SEO best practices in mind
- Must be designed with social media in mind such as Twitter Cards and Facebook’s Open Graph

Assets

- We have our own logos, videos and images
- The existing webserver is a standard Linux/Apache/MySQL server.



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Target Dates

- Must receive proposal by: September 18, 2020.
- Target launch date: October 19, 2020 for initial site, iterative updates through 2020, and fully functioning site January 4, 2021.

Please submit proposals no later than September 18, 2020 to:

Cheryl Spitale Jones
AVP, Digital and Marketing
Detroit Public TV & WRCJ 90.9 FM
1 Clover Court Wixom, MI 48393
Direct: 248.305.3736
cjones@dtpv.org