

STATEMENT OF WORK

WALA Website Redesign & Development

Prepared by David James Group | May 2026

Client	Washington Association for Learning Alternatives (WALA)
Client Contact	Matthew Kesler
Agency	David James Group (DJG)
Agency Contacts	Dan Jasker, Drew Navolio
Project	Website Redesign & Development — walakids.com
Platform	WordPress (existing environment — theme replacement & custom development)
Proposal Date	April 29, 2026
Agreement Date	May 21, 2026
Target Launch	First week of August 2026
Hourly Rate (Change Orders)	\$165/hour Rush/Overtime: \$250/hour

1. Purpose & Background

This Statement of Work (SOW) governs the professional services to be provided by David James Group (DJG) to the Washington Association for Learning Alternatives (WALA) in connection with the redesign and redevelopment of walakids.com. It defines the agreed scope of work, deliverables, assumptions, and responsibilities for all parties throughout the engagement.

WALA is a nonprofit organization connecting educators, administrators, schools, and districts across Washington State — providing membership services, advocacy, professional development, scholarships, and resources to the Alternative Learning Experience (ALE) community. The goal of this project is to rebuild walakids.com within WALA's existing WordPress environment, creating a site that better serves WALA's diverse audiences, is easier for staff to maintain, and positions the organization for long-term digital growth.

This SOW covers professional services only. Out-of-pocket expenses (including stock photography, if needed) will be discussed and approved by WALA before purchase.

2. Scope of Work

The following sections define all deliverables included in this engagement. Items marked [TBD] represent details not fully specified in the proposal that will be confirmed with WALA during the Discovery phase.

2.1 Discovery & Strategy

DJG will conduct a structured discovery phase to align on project goals, audience priorities, and content requirements before any design or development work begins.

Deliverable	Description	Status
Stakeholder Discovery Session	Kickoff meeting with WALA leadership to align on goals, audience priorities, content requirements, and project parameters—format and attendees to be confirmed.	TBD
Content Review Debrief	Collaborative review of site audit findings with the WALA team; joint prioritization of pages, features, and content needs.	Confirmed
Information Architecture	Proposed sitemap, navigation structure, and content type definitions for WALA review and approval before design begins. Includes consolidation of 12 current menu items into 5–6 grouped sections with dropdown navigation.	Confirmed
Content Governance Plan	Documented framework covering content types, ownership, update cadences, and archiving rules — the operational backbone of long-term site maintainability.	Confirmed

2.2 Design

DJG will produce wireframes and high-fidelity visual design mockups that align with WALA's existing brand identity. All designs will be responsive across desktop and mobile breakpoints.

Deliverable	Description	Status
Wireframes	Low-fidelity wireframes for the Homepage and one key interior page template, including mobile layouts. Additional interior page wireframes are not included unless requested via change order.	Confirmed
Visual Design Mockups	High-fidelity design mockups for the Homepage and up to one (1) interior page template, built within WALA's existing brand guidelines. A documented component library will be delivered for consistent future use.	Confirmed
Design Revision Rounds	Two (2) structured rounds of revisions based on WALA team feedback, before development handoff. Additional rounds are billed at \$165/hour.	Confirmed
Responsive Design	All designs are produced for responsive rendering across desktop, tablet, and mobile devices.	Confirmed
Interior Page Templates — Count	The proposal references design for 'up to one interior page template.' The number of distinct interior template designs to be fully mocked up (vs. documented in the component library) will be confirmed during Discovery.	TBD

2.3 Development

DJG will implement a custom WordPress theme aligned to approved designs. All existing site content will be migrated and reformatted into new templates. Development work includes the following components:

Deliverable	Description	Status
WordPress Theme	Custom theme implementation aligned to approved visual designs. All existing content was migrated and reformatted into new page templates. Theme selection (custom build vs. premium starter) to be confirmed.	TBD
Custom Post Types	Development of Events, Job Postings, and Spotlight & News post types with custom fields, expiration/archiving logic, and display templates.	Confirmed
Navigation & Footer	Hierarchical dropdown navigation with mobile-friendly menu; structured footer with secondary navigation and contact information.	Confirmed
Page Templates	Full template development for: Homepage, About, Membership, Events, Resources, Job Postings, Scholarships, Board of Directors, Contact, and 404 pages (10 templates total).	Confirmed
Forms	Integration or on-brand styling of membership, event registration, scholarship, and exhibitor forms for a consistent visitor experience—specific forms and integration method (on-site vs. styled third-party) to be confirmed during Discovery.	TBD
SEO Foundation	Plugin configuration, descriptive page titles and meta descriptions for all pages, URL restructuring, schema markup (organization, events, scholarships), an XML sitemap, and a robots.txt file.	Confirmed
Performance & Security	Caching setup, image optimization, SSL verification, plugin audit, and baseline security best practices.	Confirmed
Accessibility	WCAG 2.1 Level A baseline: alt text standards, keyboard navigation, color contrast compliance, and skip-navigation. Note: DJG does not warrant full ADA/WCAG compliance — see Section 5.	Confirmed
Member Directory	A member directory page with an annual update process. Specific display format, data source, and update workflow to be defined during Discovery.	TBD
Privacy Policy & Cookie Notice	Addition of a privacy policy page and cookie consent mechanism to align with standard web practices.	Confirmed

2.4 Content & Launch

Deliverable	Description	Status
Content Migration	Migration and reformatting of all current walakids.com pages into new templates. A list of flagged content will be provided to WALA for review, updates, and approval before launch.	Confirmed
Content Governance Guide	Plain-language guide covering content ownership, update schedules, archiving rules, and step-by-step instructions for all common content management tasks.	Confirmed
QA & Testing	Full site QA across Chrome, Firefox, Safari, Edge (desktop), iOS Safari, Android Chrome (mobile) before launch.	Confirmed
Launch Support	Managed go-live with DNS coordination and a 14-day post-launch support window at no additional cost.	Confirmed
Staff CMS Training	One (1) live training session for WALA staff covering day-to-day content management, event publishing, job postings, and board page updates. Number of attendees and format (in-person vs. virtual) to be confirmed.	TBD

3. Out of Scope

The following items are explicitly not included in this engagement unless added via a signed change order:

- Custom e-commerce or payment processing functionality beyond PayPal/Stripe initial discussion
- New logo design, brand identity development, or brand refresh
- Custom illustration or photography (stock imagery may be purchased separately at \$50/image, up to 6 images, per proposal)
- Ongoing SEO management, content strategy, or digital marketing services post-launch
- Third-party platform development (e.g., custom Salesforce, MemberPress, or LMS integrations) beyond form styling/embedding
- Additional design revision rounds beyond the two (2) included (billed at \$165/hour)
- Any work on pages, features, or systems not identified in this SOW
- Hosting setup, domain registration, or DNS management beyond launch-day coordination
- Full WCAG 2.1 AA certification or ADA legal compliance warranty

4. Roles & Responsibilities

David James Group (Agency)

- Lead all project phases: discovery, design, development, QA, and launch
- Maintain project schedule and communicate timeline updates proactively
- Deliver all work products described in Section 2 of this SOW
- Initiate change orders in writing before performing any out-of-scope work
- Provide a 14-day post-launch support window at no additional cost

Washington Association for Learning Alternatives (Client)

- Designate a primary point of contact authorized to provide approvals
- Provide timely feedback within agreed review windows to maintain the project schedule (delays in client approvals may result in timeline adjustments or rush fees)
- Proofread and approve all content, copy, and design deliverables — WALA is ultimately responsible for typographical, grammatical, and factual accuracy
- Provide access to the current WordPress admin, DNS settings, and any third-party accounts required for development and launch
- Supply current content, logos, brand guidelines, and any assets needed for the new site
- Review and flag content items identified by DJG for updating before launch

5. Project Assumptions

This SOW is based on information available at the time of proposal. The following assumptions govern the engagement:

- All work will be performed within WALA's existing WordPress environment. If the environment requires significant remediation beyond what was anticipated in the proposal, scope and cost may be adjusted.
- WALA will provide timely access to all necessary logins, credentials, and assets. Delays in access may impact the project timeline.
- Content migration covers existing pages on walakids.com as of project kickoff. New pages or significant new content developed during the project are not included unless specified via change order.
- WALA's existing brand identity (logo, colors, and typography) will be used as is. No brand refresh is included.
- Third-party integrations (e.g., Google Forms, Google Drive) will be styled or transitioned as discussed and agreed upon during Discovery. Complex custom integrations are not included.
- Stock photography, if needed, is estimated at up to 6 images at \$50/image (\$100 budgeted in proposal). Additional imagery requires client approval.
- DJG provides general guidance toward WCAG 2.1 Level A accessibility compliance, but does not guarantee full ADA legal compliance. WALA acknowledges this limitation and agrees to seek independent legal counsel regarding ADA requirements if needed.
- The billing schedule is two (2) equal installments: the first due at project commencement, the second at project completion.
- Scope items marked [TBD] in Section 2 will be resolved during the Discovery phase. If resolution results in material scope changes, a change order will be issued before additional work proceeds.

6. Change Management

Any request that falls outside the agreed scope of this SOW, requires additional revision rounds, or materially changes project requirements will be handled through DJG's change order process:

- DJG will scope the requested changes and provide a written estimate of additional cost (at \$165/hour) and impact on the agreed timeline.
- No out-of-scope work will begin until WALA provides signed written authorization.
- Approved change orders become amendments to this SOW and are governed by the same terms.
- Rush or overtime fees (\$250/hour) may apply if WALA-caused delays require accelerated work to meet the agreed launch date.

7. Acceptance & Approval

Each major deliverable phase (Discovery, Design, Development, Launch) requires explicit written approval from WALA's designated contact before work proceeds to the next phase. Approval may be provided via email.

Failure to provide feedback within the agreed review window will be treated as approval, with reasonable notice from DJG, at DJG's discretion.

8. Cancellation

In the event WALA cancels this project before completion, WALA shall pay within five (5) business days: (1) all fees for work completed to date, (2) any contracted outside expenses that cannot be canceled, and (3) a cancellation fee equal to 15% of the remaining fees that would have been paid had the project been fully performed.

9. Agreement & Signatures

By signing below, both parties agree to the scope, terms, and responsibilities defined in this Statement of Work.

David James Group

**Washington Association for Learning
Alternatives**

Signature

Signature

Drew Navolio
Date: May 26, 2026

Matthew Kesler
Date: May 26, 2026