



MEMO

From the office of the...

Vice-President (Finance) & CFO

TO: The Full Members of CFMU Incorporated
FROM: Ryan MacDonald, Vice President (Finance)
SUBJECT: CFMU Website
DATE: June 19th, 2016

Background

For the fiscal year 2015-16, CFMU was approved \$30,000 in capital funding to redevelop the website so that the station's online broadcasting functions were in line with current platforms and technologies. Currently, the site runs on codebase (Flash 10) which is rapidly becoming obsolete and will not run on any mobile devices. The \$30K initially approved by the SRA was based on an approximate estimate of work, maintaining the core features of our current site (podcasting/streaming/chatfeed/RSS feeds). Because the process was not complete by the end of fiscal 2015-2016, the money needs to be re-allocated.

In March, 2016 the CFMU Administrative Director (Sandeep Bhandari) engaged in a formal RFP process. Each of the four contractors provided a detailed summary of the work required and associated costs based on the detailed mock-up and codebase for the current website. Based on this information, we identified the two most qualified companies and contacted them again to clarify unresolved issues. Quotes from both companies were approximately \$60,000, and a 14-week schedule was planned for the various stages of development.

We now request additional funding based on the following:

Mobile

Since the original cost estimate, CFMU staff has spent a considerable amount of time developing a detailed proof of concept with a strong user mobile experience (see attached). The mobile version of the site will provide simple navigation to the core sections of the site and allow the user to stream the radio broadcast. The information for both mobile and web will be parsed from the same dataset, but the mobile version of the CFMU site must be designed and formatted differently. Since the station currently has no mobile presence, the additional work required to implement a mobile strategy is one of the reasons additional funding is required.



Additional Features and Updates:

Video

The most prominent addition to the website will be generating and delivering original video. CFMU recognizes that to engage with today's audience, media sources must provide information visually. The station plans to develop three distinct 'channels' (news/music/sports) centered around the station's core programming, which will visually highlight our campus and community broadcasting initiatives. The CFMU team has already begun creating video for the new site so that they will have archived content to populate the site prior to launch.

Blog

Currently, the CFMU blog is hosted through wordpress at cfmu.wordpress.com. The blog is updated regularly by the CFMU Community Outreach Coordinator and has proven to be a popular extension of the stations flagship morning news program "Morningfile". We would like to discontinue using wordpress as the blogs content management system and nest the blog within the website so that we have all information in one place for our audience to access. This will require a re-design of the blog and will need a CMS that allows for a quick and efficient updates.

Design

As we embark on a bold new website, one that provides us with an opportunity to build on CFMU's rich history as a campus community radio station, we would like to design and implement a new visual identity. The design would reflect our diverse programming and these new graphic elements would be created and seamlessly integrated into the website.

AODA Compliance

The Ontario Government has set new guidelines regarding accessible websites and web content and as such all internet websites must comply with these regulations. Some of the features of outlined in the AODA document include:

- Creating captions for live synchronized media AND G93: Providing open (always visible) captions
- Providing a second, user-selectable, audio track that includes audio descriptions

- The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following
- Except for captions and images of text, text can be resized without assistive technology up to 200 percent without loss of content or functionality
- If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text except for the following

For the full list visit www.aoda.ca/wcag/

As a non-profit organization operating within Ontario, CFMU must comply with this regulation and the resulting cost increase has been pegged at \$10K.

Summary

After thorough research and proof of concept design, CFMU has more accurately identified the cost of developing a new website with all of the functionality we currently have while adding new features like custom graphic design, custom blogging and video streaming. The new cost of the website also reflects mobile integration and AODA compliance which are must-have features for any business with online presence in 2016. The total cost of the website is set at \$60,000. CFMU would therefore require an additional \$30,000 to move forward with this project. Because last year's capital allocation was not expended the motion being put forth today is for the entire \$60,000, remitting the previous \$30,000 allocation.

Financial Implications

The CFMU Reserve sits currently at a balance of \$960,000. It is of my opinion as well as members of CFMU Board of Directors that this cost is an important component for evolving CFMU into a media entity that has the capabilities to engage meaningfully with the student population that funds the majority of its work. The ongoing financial commitment to maintain the website has been quoted between \$4,000 and \$4,500 per annum. A cost in which the CFMU Administrative Director has indicated can be absorbed into their operating budget for the 2017-2018 year.

Based on the above information it is my recommendation that the full members of the corporation consider a motion to allocate and expend \$60,000 from the CFMU Capital Fund for the purchase, software design and interface for a new CFMU website.

If you have any questions please let me know,

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