



September 10, 2025

To: ASI Finance Committee and Board of Directors

From: Barnaby Peake, Executive Director

Regarding: Proposed use of reserves for ASI website development

The ASI website is an essential tool serving to inform the student body of ASI's programs and services and also serves as the platform for ASI's records and meetings, which are required to be available to the public. As such, it is imperative that ASI maintain the functionality and accessibility of the website to meet these expectations.

The core software and content management system for ASI's website is out of date and several versions behind in required updates. The fixes are expensive and due to the declining budget, we have intentionally postponed updates to the website hoping that we would fix it when the funds were available. ASI can wait no longer as several of the website components are no longer supported and the rest will be ending this year.

The staff have identified a qualified individual who helped build the original website, to provide the necessary updates. The attached proposal from Jayson Just includes costs of about \$10,500. This is a reduced cost as ASI's own staff will assist in the design and integration of the website, saving ASI thousands of dollars. Additional costs will be required to provide a temporary server to support the development of the new website, which has been factored into the proposed amount.

Upon the recommendation of our Director of Graphics and Marketing, I am requesting the use of ASI reserves in an amount not to exceed \$13,000 to cover the mandatory updates to the ASI website. The current reserves held in our LAIF account are \$2,087,460. The [ASI Reserves Policy, 207](#) identifies three categories for the use of reserves and the website updates would fall under the category of Planned Replacement and Acquisitions. The allocation of the \$13,000 requires a 2/3 vote of the Board of Directors to support the allocation. The proposal shall first be presented to the Finance Committee for recommendation to the Board. If approved, funds will be pulled from the reserve account and allocated to the budget to pay for the website updates.

The staff and I request your support in approving this project.

# Website Development Proposal

**Client:** ASI CSULA Website - Gus Salazar

**Developer:** Jayson Just

**Date:** September 4th, 2025



The 2014 <http://asicalstatela.org/> website and underlying tech stack has reached end of life and will no longer receive support for security patching and feature support. Critical components like CKEditor 4 and PHP 7.4 also require immediate upgrading. Content management system (CMS) technology and web standards have significantly improved and become common practice since the current site was developed.

- Drupal 7.103 (End of Life: Jan 5th 2025)
- CKEditor 4.4.3 (End of Life: June 2023)
- PHP 7.4.33 (End of Life: November 28, 2022)
- AMI2 OS (End of Life: June 30th, 2026)
- MySQL 8.0.41 (End of Life: April 30th, 2026)

Proposing migrating the website and tech stack to a new Drupal 11 CMS running php 8.3 mimicking the data structure and layout of the existing site. Drupal 11 delivers a modern, robust CMS with better content tools, improved performance, and long-term sustainability. Benefits of Drupal 11 include Modern Admin Experience: Clean, customizable left-side navigation for easier site management and Improved Performance Tools such as Lazy loading, BigPipe, and PHP 8.3 boost speed and security.

Upgrading from Drupal 7 -> 11 directly is impractical given the major changes in technology and architecture between the two sites. Developing a completely new website backend with a similar data structure will be the quickest path to get on to a modern CMS. To retain legacy data, the current site data including meetings, pages, files will be migrated. A new development environment setup behind password protection and a new more modern production hosting environment will be developed.

New infrastructure will be deployed on AWS utilizing EC2, RDS, S3, and an ELB similar to the current site. Long term hosting costs should remain similar to the current site.

## About Me

I am a US-based web developer with 18 years of expertise in Drupal and PHP. Unlike full service local Drupal agencies which typically charge \$150 to \$250 per hour, I can deliver the same professional development results with fewer hours and overhead as an independent contractor. I can tailor my work to assist offloading much of the design and content work to your in-house web team to save significant dev hours and build institutional knowledge of your website capabilities early in development. My deep familiarity with your existing site means more efficient workflows and cost savings for you, without sacrificing quality or reliability.

## Site Design Proposal

### 1. Site Structure & Main Navigation

The homepage includes a top-level navigation menu grouping functionalities under key headings:

- **Get Involved**
  - Jobs
  - Committees
  - Screaming Eagles
  - Student Representatives
- **Services**
  - Tickets
  - Locker Rentals
  - ASI Studio 47
  - Your Voice
- **Calendar (What's Happening)**
  - Events
  - Meetings
- **RSO Hub**
  - RSO Banking
  - RSO Funding
- **ASI Elections** (top-level menu item)
- **Voter Registration** (another primary menu item)
- **About Us**
  - Who are we?
  - Financials
  - Staff Directory
  - Member Directory

- Governing Documents
- President's Designee

## 2. Homepage - Content & Features

- **Hero/Featured Area**  
A large banner (e.g., "Serving Realness Drag Show Poster" image).
- **Intro Section ("Who are we?")**  
A summary of ASI's mission and remit with a "Read More" link.
- **Call to Action ("Let's Talk")**  
Offers a "Message Us!" button to connect with student reps.
- **Promotional Block ("Leadership Hub")**  
Encouraging involvement with an "Apply Now" button.
- **Upcoming Events Listing**  
Shows 5-7 upcoming items (meetings or events) with date, title, time, location, and some Zoom details. Includes links to full "Event Calendar" and "Meeting Calendar" pages.
- **Announcements / Press**  
A reverse-chronological list of news items with titles, dates, teasers, and "Read More" links. Eg. job posting, IRS Form 990, budgets, presidential statements.
- **Promotional Modules**  
E.g., "Become a Screaming Eagle", "Discounted Tickets", "Employment Opportunities" with quick links/buttons.
- **Contact Info / Footer**  
ASI address, phone/fax, office hours, social links, privacy policy, member login etc.

## 3. Key Content Views

- **Upcoming Events View** - List of upcoming events on homepage with filters (date >= today).
- **Event Calendar / Meetings Calendar** - A calendar or list view of all events/meetings (maybe separate content type or filtered view by event type).
- **Press / Announcements View** - Reverse-chronological list of News/Press items, maybe with teaser display and pagination.
- **Staff Directory View** - Possibly table or grid of staff members, with search options.
- **Member Directory View** - Similar to Staff Directory but with members (maybe more filterable).
- **RSO Hub Listings** - For "RSO Banking" and "RSO Funding" - perhaps separate pages with explanation and links.
- **Meeting Minutes Archive**

- Committee Listings & Members
- Search

#### 4. Content Types and Data Structures

- **Events** - Fields: title, event type, date, time, location (text + optional Zoom link), description, image.
- **Meetings** - Fields: title, event type, date, time, location (text + optional Zoom link), description, image, agendas, and minutes.
- **News/Press Item** - Fields: title, publication date, teaser, body, attachments/files.
- **Staff Member** - Fields: name, role/title, photo, department, contact info.
- **Member** - Fields: name, role/title, photo, department, contact info.
- **Static Pages** - Tickets, Locker Rentals, Studio 47, Your Voice (title, content, images, CTAs). “About Us”, “Who Are We?”, “ASI Elections”, etc.
- **Document/File Node** - For budgets, IRS filings, governing documents.
- **RSO Hub Components** - Banking and funding info pages.

#### 5. Functionality & Integrations

- **Search** across content types.
- **Member Login / Authentication.**
- **File Downloads** (documents, minutes, budgets).
- **Social Media Links.**
- **Forms or Contact CTA** (“Message Us!”).
- **Possibly calendar integration** (Google Calendar or similar).

#### 6. Requested Changes & Improvements

- **ADA Accessibility Support (with emphasis on tables)**
  - I will deliver a fully functional wireframe that meets accessibility standards across public-facing pages and visible design elements.
  - ASI will remain responsible for ensuring that any content you add becomes accessible, especially moving forward.
  - Legacy content from the current site may not meet these standards. Updates to bring that legacy content into compliance can be performed on an hourly basis if requested.
  - Accessibility testing and fixes for existing pages are included-but this does not extend to archival materials such as past meetings or files.
  - The modern compliance specification is WCAG 2.1 Level AA. ASI to provide testing software to confirm compliance. It may be necessary to change some

site design elements to meet these requirements. Ref:  
<https://www.ada.gov/resources/2024-03-08-web-rule/>

- **Support Video Files** including video rotating slider. Rotating slider will support uploading video directly. Pages and other embeddable locations will support youtube and iframe video embeds.
- **Calendar UI** - Create another user navigation path to access archive meetings and minutes eASler. The archive view should include filters to reduce the number of steps necessary to find old minutes.
- **Cookie and Tracking Policy Compliance** - To be determined.
- **Admin Users** - User roles and permissions will be reduced from the current site. The old site previously was used by ASI members in a way that is no longer necessary. New permissions and roles will be created to reflect the staff managed content operations. Highly recommend exploring a two factor login solution (Okta, One Login) for increased security.
- **Webform for ASI Elections** - TBD if migrating. Migrating this form is complex. If moving forward as it exists now (generating PDFs), the development framework would increase 10-15 hours over the estimates below.

## Costs Estimates

- Existing Macform software will be migrated to the new environment. There may be some additional licensing cost if ASI's current licences don't allow for upgrading platforms.
- Increased monthly AWS Hosting cost while development is on going. Roughly \$75/mo. Cost will return to normal once migrated and old servers are decommissioned.

## Phase 1

Fixed Project Cost: \$7,200

Time: 6-8 Weeks (100 hours)

- **Server Setup:** 20 hours
- **Developing Drupal 11 framework:** 40 hour
- **Migrating Data:** 20 hours
- **Basic templating** (functional wireframes to match current site design): 20 hour

## Phase 2

Per hour as needed: \$75/hr (est \$1,875 for 25 hours)

Time: As Needed (est 3-4 Weeks)

- **Layout and Theming** - ASI will be responsible for the final site design and theming. I will facilitate a weekly meeting with Anand to address any technical questions and guidance needed for adjusting and implementing design templates.
- **Content Migration & Synchronization** - ASI will manage content updates following migration. To minimize disruptions, we will establish a formal migration cutoff point and transfer all existing data from the legacy site to the new one. After this point, changes to the old site-such as upcoming meetings and files-will no longer sync automatically with the new site. To ensure consistency, content synchronization will continue until migration is complete, and we will schedule the final transfer as late as feasible in the development timeline.

### Phase 3

Per hour as needed: \$75/hr (est \$1,125 for 15 hours)

Time: Two Weeks

- **Post-Launch Support and Site Cleanup** - I will assist *as needed* during the site launch by providing final cleanup tasks, addressing any post-launch changes, and ensuring a smooth transition to the live environment.

### Breakdown

Phase	Work Included	Hours	Rate	Cost Estimate
<b>Phase 1</b>	Server setup, Drupal 11 framework, data migration, wireframes	100	\$72/hr	<b>\$7,200</b> (est. 6-8 wks)
<b>Phase 2</b>	As-needed (e.g., theming, admin training)	25	\$75/hr	<b>\$1,875</b> (est. 3-4 wks)
<b>Phase 3</b>	Post-launch support and cleanup (2 weeks)	15	\$75/hr	<b>\$1,125</b> (est. 2 wks)
<b>Total Est.</b>		-	-	<b>\$9,500 - \$10,500</b>

**Project Est. Totals:** \$9,500 - \$10,500