



American Junior Golf Association

Coaches Corner Redesign

Request for Proposal

Proposals Due: January 3, 2012



American Junior Golf Association

Coaches Corner Redesign

Request for Proposal

The American Junior Golf Association (AJGA), Braselton Georgia, is seeking a consultant or consultants to assist in the design, development, and implementation of the redesigned Coaches Corner feature of the current AJGA website.

Organization Overview

The American Junior Golf Association is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

Coaches Corner

The AJGA Coaches Corner is available only to college golf coaches employed by a University interested in following junior players with the ultimate goal of recruiting members for their college or university. Membership is required for the coach to access the Coaches Corner features.

Goal of the Coaches Corner Redesign

The AJGA Coaches Corner currently offers the principle source of player contact information. Coaches currently leverage other sites for other player, tournament, and recruiting status information. It is the goal of AJGA to offer the premier Coaches site.

AJGA has partnered with a Senior Business Analyst and together held a requirements gathering session. The scope and high level functional requirements are included in this RFP. Detailed functional requirements will be available to the contractor / contractors immediately upon contract award.

The Coaches Corner site must be live by March 1, 2012.



Project Scope

The scope of this project is limited to the redesign and implementation of the Coaches Corner functionality.

AJGA Home Page

The only modification to the AJGA Home Page will be to draw attention to the new Coaches Corner login and application.

New Data Elements

Although the pages will be redesigned to search or display additional data elements, the collection of these additional elements, other than that entered within the Coaches Corner system itself, are outside the scope of this project. This system must handle fields that have not yet been propagated.

Project Objectives

- New look and feel
- Fundamental features implemented in Phase 1 (March 1, 2012)
- Application renewal on a 12 month cycle
- Some new search functionality
- Some additional data fields
- Expanded player profile information
- Possible inclusion: Currently data from external sources are entered manually. Look for opportunities to automate the loading of data from external sources
- Possible inclusion: Pull tournament data from other Junior tournaments
- Possible inclusion: Automate the inclusion of the two other ranking systems: Junior Golf Scoreboard and Golf Week (discussions are in process). Currently the key to the player record is the player's name. Matching ranking to player will be dependent on how the player's name was entered in the various systems.



AJGA Project Members

Role	Name / Company	Contact Information
Project Sponsor:	Jane Olthuis / AJGA	JOlthius@AJGA.org 678 425 1733
Project Business Analyst:	Judi Adams / RightChanges	Judi@RightChanges.biz 770 713 4311
Database Expert:	Patricia Thomason / AJGA	PThomason@AJGA.org 678 425 1797
Web Expert:	Patricia Thomason / AJGA	PThomason@AJGA.org 678 425 1797

Target Audience

The target audience for this system is all U.S. college and university golf coaches. Only one function is being provided in this system (Equipment survey) for VIP / Sponsors.

Challenges

- 1) The biggest challenge of this project is availability of AJGA subject matter experts (SME). The AJGA office is closed until January 3rd. In addition certain AJGA IT SME resources are committed to other projects. To mitigate this risk, issues will be bundled and addressed on a weekly basis so interruption to SME resources and their schedules is minimized.
- 2) Concurrent changes are being made to other AJGA systems and database.
- 3) The current Coaches Corner needs to operate uninterrupted until the new system is implemented.
- 4) Some sources to external data have yet to be identified. These data elements may need to be manually entered until changes to the database and an ETL program has been implemented to automatically feed the system.



Overview of Coaches Corner Functions to be Developed and Implemented

1. Redesign of the graphical look and feel to the site

- a. Using the AJGA colors and logo standards (which will be provided), design a new look for the redesigned Coaches Corner.
- b. The Graphical User Interface (GUI) should follow industry layout and usability standards so it is intuitive for the user.

2. Development of web functionality

Functionality is summarized below and in slightly more detail in the functional requirements. More detailed requirements will be provided upon contract award.

Function / Number of Pages

Coaches Corner Application (3 pages)

Coaches Corner Home with current Watch List displayed and menu options as follows (1)

Search Home (selection criteria and multi pages / tabbed results) (1)

General (1)

Profile (1)

Results with ability to drill to tournament (1)

Tournament: Click on player to get scorecard (1)

Tournament: Click on player to get Coaches Summary for that tournament (N/A - see below)

Schedule (1)

Video (1)

Tournament (1) Home

Coaches Summary (1)

Statistics (1)

Statistics Summary (1)

[Equipment Survey] (1) VIP / Sponsor only

Watch List Home (1)

Watch List settings (1)

Commitment (1) Home

Verbal (1)

College Signing (1)

a. **New web pages: Total: 21 - 29**

i. **Simple pages (menus and minimum functionality): 2-5**

ii. **Medium Complexity: 17 - 20**

iii. **Higher level complexity (page with subpages with separate navigation): 2 - 4**



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b. **New data fields / validation tables:** 25 - 40

c. **Modification to existing web pages:**

- i. The AJGA Home Page will need slight modification upon implementation to display the new link to the Coaches Corner login and application and to call the new programs.

3. **Changes to the existing databases for new fields as indicated above**

4. **Propose a tool for extract, transformation, and loading (ETL) of external data**

Currently all data sources are manually entered. To eliminate the manual effort and assure data quality, AJGA would like to investigate and implement, where possible, automated loading of data. Data sources need to be identified. The contractor(s) should propose an automated tool that can be tailored and used for disparate data sources.

5. **Increase data quality and easier system maintenance.** Where applicable, dropdown boxes should be propagated from tables that can be easily and centrally maintained (example: list of colleges). In addition Contractor should provide standard drop boxes (example the list of U.S. states) in place of freeform data entry wherever possible.

6. **Increase usability by providing help for fields.** In certain places, hovering over a field will provide clarification in a pop-up help.

7. **Prototype review.** Contractor should create and submit a non-throw-away prototype (layout and navigation) of each page for review by AJGA for design signoff before final development of that page.

8. **Quality of the Coaches Corner system is imperative.**

- a. Adequate testing should be performed by the contractor(s) before submitting for unit testing and applying processes and standards to improve all future units.
- b. Time has been allocated in the proposed timeline for unit (each feature), system (all features) and user acceptance testing. The testing timeline should not be compressed to make up for development schedule overruns. Contractor is responsible for keeping the project on schedule.
- c. Any changes to the functionality will be managed through the Change Control Process and impacts to the timeline will be provided by the contractor. The AJGA project contact must sign off on all functionality changes and corresponding impacts to the timeline and/or budget.



Current Technology Environment

The current web pages are developed using Active Server Pages (ASP) and SQL.

Internet Browsers

Accommodations (development and testing) should be made to be compatible with the following list of supported Internet Browsers.

- Internet Explorer version 7 and greater
- Chrome
- Firefox
- Safari

Portability

- Consideration should be made so that there are no inherent obstacles within the technology (ex: use of Flash) to prohibit the future use of the Coaches Corner site via PDA and smart devices by coaches while on a course.

System Configuration

- Web servers: Two Supermicro P4SCE servers each with the following:
 - Intel Pentium 4 CPU's
 - Running Windows Server 2003 and MS IIS Version 6.0
- Domain controller: SuperMicro X5DPA-TGM+ with the following:
 - Windows Server 2003
- SQL Server: HP DL180 G5 with the following:
 - Intel Xeon 2.4 GHz
 - Windows Server 2003 R2
 - MS SQL Server 2005



Timeline

System Live Date Deadline: March 1, 2012 (Firm)

Proposed Schedule:

<u>Milestone</u>	<u>Target Date</u>	<u>Status</u>
2011		
RFP published	December 10	
RFP Questions Deadline	December 19 (noon EST)	
RFP Answers Posted	December 21 (5 PM EST)	
2012		
Proposal deadline	January 3 (5 PM EST)	
Approved Detailed Requirements Available	January 6	
Award developer contract	January 9	
System development begins	January 11	
GUI Design proposal & signoff	January 13	
Test Scripts Developed	January 30	
Unit Testing Begins (as functions are completed)	February 1	
All Functionality Completed & System Testing Begins	February 19	
User Acceptance Testing & Signoff	February 24	
Implementation	February 27	
Official System Launch	March 1	



Contractor requirements:

- Contractor will be engaged via a 1099 contract
- Contractor(s) will sign a non-disclosure statement
- All work created is the property of AJGA
- Contractor(s) can work remotely. If needed and with adequate notice internet access for AJGA business purposes and work space at the AJGA offices may be provided.
- Contractor will provide Personal Computer equipment with anti-virus and anti-spyware software implemented.
- Project status will be communicated weekly (including time spent).
- Any slippage in, or risks to, the project schedule will be communicated immediately and in writing.
- Invoices are to be submitted monthly and will be paid within 30 days of receipt and approval.



Proposals

Interested contractors and companies should submit the following no later than the dates indicated.

Submission of Questions Regarding RFP

Questions regarding the RFP or the Functional requirements included in the RFP should be submitted to Judi Adams by e-mail at Judi@RightChanges.biz no later than noon EST December 19th. By December 21 a single list of questions and responses will be sent to all contractors who have submitted a request for answers by December 19th at noon EST. Detailed requirements will not be provided prior to contract award.

Proposal Submission

Proposals should be submitted to Jane Olthuis before 5 PM EST to JOlthuis@AJGA.org in Microsoft Word version 2003 format. In order to be considered, the proposal must include the following:

- A description of how the task described above will be carried out. Include how you keep a project on schedule.
- A firm estimate of the fees to be charged based upon the functional requirements provided and an estimate of expenses that will be incurred.
- Provide résumés of all people involved in the project including details of their role on the project, skills, and prior experience on similar projects.
- References to former clients





American Junior Golf Association

Coaches Corner Redesign

Functional Requirements



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Functional Requirements

The American Junior Golf Association (AJGA), Braselton Georgia, is redesigning and implementing the Coaches Corner feature of the current AJGA website.

Coaches Corner

The AJGA Coaches Corner is available only to college golf coaches employed by a University interested in following junior players with the ultimate goal of recruiting members for their college or university. Membership is required for the coach to access the Coaches Corner features. There will be level of memberships.

Goal of the Coaches Corner Redesign

The AJGA Coaches Corner currently offers the principle source of player contact information. Coaches currently leverage other sites for other player, tournament, and recruiting status information. It is the goal of AJGA to offer the premier recruiting tool for coaches.

The Coaches Corner site must be live by March 1, 2012.

There are greater than 1500 college golf coaches nationally. Currently approximately 280 of those coaches subscribe to the AJGA Coaches Corner membership and site. The goal is to provide a redesigned site that offers a new look and feel and provides enhanced features that will drive an increase usage of the site. Success will be achieved if the site attracts additional membership and has a coaches membership of 600 or greater.

An increase in the number of coaches may result in an increase in the number of sophomore and junior players who sign up for the Junior Plus membership. Currently, of the greater than 5500 players in the AJGA, only 16% are Junior Plus members.



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- Possible inclusion: Automate the inclusion of the two other ranking systems: Junior Golf Scoreboard and Golf Week (discussions are in process). Currently the key to the player record is the player's name. Success with matching ranking to the associated player will be dependent on how the player's name was entered in the various systems. For instances of non-matched records, manual intervention may be required to standardize players names for the matching process.



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Target Audience

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Challenges

- 5) The biggest challenge of this project is availability of AJGA subject matter experts (SME). The AJGA office is closed until January 3rd. In addition certain AJGA IT SME resources are committed to other projects. To mitigate this risk, issues will be bundled and addressed on a weekly basis so interruption to SME resources and their schedules is minimized.
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Overview of Coaches Corner Functions to be Developed and Implemented

9. AJGA Home Page

- a. Create a new look to the link to the new Coaches Corner login and Coaches Application

10. Coaches Login

- a. The login process needs to check the coach's membership expiration date. If the coaches membership has expired, a message should be displayed and the user taken to the coach's application page.
- b. The coach's login function will accommodate specifically identified VIP / Sponsors using the same process with the one exception that for this user one of the tournament menu options will be uniquely available (Equipment Survey) but not visible for any other user.

11. Coaches Membership Application Page 1 (Select Membership Type and Level)

- a. Redesign of the graphical look and feel to the site, using the AJGA colors and logo standards (which will be provided). The Graphical User Interface (GUI) should follow industry layout and usability standards so it is intuitive for the user. All Coaches Corner and Coaches Application pages should follow this new standard.
- b. Browser navigation and tool bars should be accessible from all web pages.
- c. Display a list of the membership benefits on the application page (verbiage to be provided).
- d. Designate the gender coached (women or men or both).
- e. Designate the division. The options for division will be maintained in a table for easier maintenance and the dropdown should pull from this table.
 - i. Entry Level
 - ii. Advanced

12. Coaches Membership Application Page 2 (Enter Membership Information)

- a. Membership will be renewed on an annual basis. If the coach renews early, the renewal date will be one year from the existing (prior year's) renewal date (ex. Renew in May for a June expiration, the new renewal date will be one year from the June date.)
- b. Existing fields with the following exceptions:
 - i. If renewing, pull the existing data from the coach's database.



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- ii. Membership id (display the current number when renewing). For new members this field will be de-emphasized
- iii. For both Primary and Assistant, add the word “Office Phone” for the prompt of the existing phone number field
- iv. For both Primary and Assistant, add a field and prompt for “Cell Phone”
- v. Add option to set or change the password
- vi. Prompt for question for confirmation (ex: favorite pet’s name) and answer
- vii. Allow but do not require the coach to upload a college / university logo to be used on the coach’s badge.
- viii. The Assistant name should be two fields, first and last.
- ix. For college, the prompt should request the institution’s formal name OR if a source for institutes by state can be identified, create a prompt for state and create a selection of colleges and universities for that state.
- x. A list of valid states (drop box) should be created from which they select (no data entry required).
- xi. Validate fields using normal standards
- xii. Display and allow print of the AJGA Coaching Membership Terms and Condition.
- xiii. Require the applicant to click a box and enter their initials affirming they agree to these terms before continuing. The user will not be able to go to the payment screen without entering their initials and clicking affirmation.

13. Coaches Membership Application Page 3 (Enter Payment Information)

- a. Prompt for an e-mail address to mail the receipt, upon processing send receipt to both this e-mail address and coaches e-mail address.
- b. Add a line for the second street address (Apt, suite, etc.)
- c. A list of valid states (drop box) should be created from which they select (no data entry required).
- d. Validate fields using normal standards
- e. Add miniature logos for the types of credit cards accepted (MasterCard, Visa, American Express, and Discover).



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- f. Upon a successful submission of payment information, display a welcome message that includes the coach's name, Member ID, and last 4 digits of the credit card number used. The screen will also indicate that when the membership has been activated (after validating the information entered) an e-mail will be sent to the coach that their membership is now active and may begin using the Coaches Corner.

14. Coaches Corner Home Page

- a. The Coaches Corner home page should display the coach's current Watch List, if applicable.
- b. The main menu options (tabs or on the left) from the home page should include:
 - i. Search (conduct search of players)
 - ii. Watch List (maintain the watch list)
 - iii. Commitment (include Verbal and College signees)
 - iv. Tournament (Coaches Summary, Statistics, Statistics Summary, and the option for Sponsors only – hidden to all other users)
 - v. My Information (Coaches Information including password and request a new badge)
- c. Option to Logout
- d. Options that are in the existing Coaches Corner system that will not be in the new system are: 2011 PING Invitational Field, Service Letter, and 2011 Monteverde Junior All-Star.

15. Search

- a. **Section Criteria:**
 - i. Gender. If the coach was set up with "both" let the coach select the gender. Otherwise gender is set to the coach's gender selected in the membership application process.
 - ii. Last name (optional)
 - iii. State (optional). This will be implemented as a drop list of valid states. "Other" will be an option in the state list in this location to select out of country players.
 - iv. Graduation year (optional)
 - v. Advanced level members will have the option to select multiple states.



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- vi. Advanced level members will have the option to generate a Microsoft Excel spreadsheet of the search results. When generating an Excel spreadsheet they must click to affirm “Addendum Regarding use of AJGA Membership Consolidated Files”.
- vii. The players who match the search criteria will be listed in alphabetical order by last name. Each player will have an indicator by their name if they have already signed.
- viii. The coach will click on a player’s name to view the players details

ix. **Players Details:**

1. **General** (including contact information). Similar to existing screen with the exception that the Performance Based Entry (PBE) section is being eliminated.
 - a. The graduation year will display behind the player’s name at the top of the screen (ex. John Doe - 2013).
 - b. If a player’s headshot has been uploaded, it should display here. If not, a gender specific but race neutral avatar should display. This may require a change to the player set up. Caution: Photos should be reviewed by an AJGA staff before loading into the system.
 - c. At the top of the screen, list the Polo and other two rankings and the scoring average.
 - d. Add father cell and mother cell to the display (a change may be needed in player application). Standard: male is always listed on top.

2. **Results**

- a. Include all results, not just that of AJGA events. AJGA events should be designated with a particular font color or style. This list of events should include qualification rounds.
- b. Display by year, then by date (least current to most current).
- c. Par scores should be highlighted in black font and under par should be indicated in red font.
- d. A Bogie/Birdie sequence during any round will be highlighted (box around the two scores).
- e. Happy face is used to indicate the easiest hole and skulls are used to indicate hardest holes. A Flag is used to indicate the holes that were played under par. A legend should be displayed on the screen to explain this.



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- f. The events listed should have a hyperlink to the tournament and list of all players.
 - i. Clicking on that name should bring up the players scorecard and then allow easy navigation back.
 - ii. Clicking on the event name in this screen should display the coaches' summary for that event displaying tournament statistics and allow easy navigation back.

3. Profile

- a. Academic
 - i. Add PLAN with PSAT scores
 - ii. Add the date the player plans to retake the test if applicable.
 - iii. Add the date when the player enters the 9th grade (MM/YYYY). May require a change to the player application before this field is propagated.
- b. Honors and Activities (new)
 - i. Leadership
 - ii. Special
 - iii. Athletic
- c. Display the top qualities the player specified in collegiate choice (up to 5). One of the options can be "Other" with a free formed field. (These are new fields and needs to be implemented in the player side before these fields will be propagated).
- d. References
 - i. On the player side, the player will indicate up to three references they want available to coaches. This will display those references. Changes may be needed to the player side)
 - 1. Name (single field)
 - 2. E-mail address
 - 3. Phone number



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e. NCAA Compliance

- i. The prompt will be "Registered with NCAA eligibility center?" and the data will be a yes or no. (Entered on the player side)

4. Player Schedule

- a. Currently titled "Application"
- b. List all events for the coming season (using the current calendar date to select the events; no past events will be listed) including any qualifying rounds scheduled by them.
 - i. Chronological order
 - ii. Use the same font standards to indicate AJGA events

5. Video

- a. Add a video field to the database (video name) and if a video exists (field is not blank), emphasize this new video tab on the player information screen
 - b. Allow for high definition videos and video player. The video player should allow for slow play and stop action.
- x. Option to select the top 100 ranked players and select the ranking system(s) they want to select (AJGA should default as checked, the other two ranking systems should not).
 - xi. Option to select by score range or by par and/ or subpar.
 1. Range would select players whose average falls in that range.
 2. Par and / or subpar would select players who ever had a par or subpar round.
 - xii. Option to select a state and the events held in that state
 1. Select an event to list the players.
 - a. Click on the player to go to the player profile.
 - xiii. Option to filter / select players by test type (ex SAT) and then score range. Each test type has different score ranges so a table needs to be maintained with the test types and valid sub ranges.



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- xiv. Option to filter / select based on GPA rating. Since not all players are on the same rating system (1-4.0+ and 1-100+) this is an open issue and may be deferred to a later phase if no resolution to the approach is identified.
- xv. Option to filter / select unsigned players for the current school year. The results should include players who only have a verbal commitment. Verbal commitment players should have an indicator to that effect.

16. Watch List

a. Watch List Settings

- i. Offer checkboxes that the coach can check if they want updates when members of the watch list have one of the designated and selected changes:
 - 1. Profile
 - 2. Results
 - 3. Video
 - 4. Schedule (new)
 - 5. Commitments (new)
- ii. An e-mail will be sent to the coach (copying the assistant coach) when one of the checked features of a player has changed with a notice that a change occurred, for which player, what type change occurred (from the list above), and a link to the Coaches Corner login page so the coach can go on-line to check out the changes.
- iii. Risk: The only concern with implementing this feature is the size of the e-mail server. Currently it is not anticipated that coaches will set these options except at certain times of the year and then not all coaches will select all options. The e-mail volume though will have to be monitored.

17. Commitment

- a. Verbal commitment. The verbal recruiting commitment report is new: exactly like the college signee report but selecting players with verbal commitments select on graduation year with the current calendar year as the default
- b. College signees reports is an existing report and a call will be placed to run that report while staying logged into the Coaches Corner.

18. Tournament

- a. Move the existing functions of Coaches Summary, Statistics, and Statics Summary under this menu option.



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- b. The ability to display the AJGA tournament schedule with no hyperlinks (AJGA events only)
- c. Equipment Survey: for SPONSOR Members only! If the membership is not sponsor, then this option should not display at all.

19. My Information

- a. The My Information page should allow the coach to maintain the information that was entered during the application process.
- b. This will be the page to reset a password
- c. This will be the page to request a new badge.
- d. The AJGA Coaching membership terms and conditions can be reprinted from here.

Development Standards

High quality of the Coaches Corner system is imperative.

- 1. Development Testing: Contractor will apply processes and standards to improve unit development. Adequate testing should be performed by the contractor(s) before submitting for unit testing.
- 2. Unit Testing: As each page is completed, it should be turned over to AJGA staff for unit testing.
- 3. Systems Testing: Upon completion of all functionality, the system should be turned over to AJGA for comprehensive system testing.
- 4. User Acceptance Testing: AJGA, at their discretion, may bring in coaches or former coaches to have them review the final system. This testing will be used to identify additional error messages or help functionality that may be needed for usability before implementation.