Kids-to-Afrika, Inc. (KTA)
“An educational odyssey expanding student horizons for the future!”

Executive Summary:
The existing Kids-to-Afrika (KTA) website (www.kidstoafrika.org or http://members.tripod.com/~kids2afrika) generated by Heidi Daniels and John Johnson in 1998 needs to be updated with more current information and multi-media features. The redesigned site should include:

♦ Video clips
♦ Audio/music
♦ Photos
♦ Interactive features
  ° Map of Africa with countries visited highlighted
  ° Basic cultural and historical information on sites visited by KTA
  ° Links to other sites of interest (could include links to past KTA scholar Websites)
♦ application requirements and forms for prospective scholars (to be downloaded or printed out)
♦ Teacher recommendation forms (to be downloaded or printed out)
♦ Listing of past and present financial and institutional sponsors
♦ Monthly updates, and
♦ History, mission and vision of the KTA program.

The website will be put on CD as an alternate method of accessing the data. The KTA-CD will have a series burned once a year following each updated field-study.
Statement of Purpose:
Purposes of websites include entertainment, and the promotion of products, goods and services. The KTA website is designed to be used by:

♦ Students
   - Prospective scholars interested in applying can access application information
   - Current scholars can view their group's academy schedule and country specific itinerary, photos, student writing, and field-study requirements
   - KTA Alumni should be able to keep tabs on each other, where they are, their accomplishments, current activities

♦ Parents
   - Past parents can continue to support the organization by checking the Website for monthly updates on the program and solicitations for assistance by various KTA committees
   - Current parents can keep up with the calendar of fundraising events, student activities, parent meetings, financial deadlines, deadlines for acquiring passports and immunizations

♦ Teachers can access recommendation forms, deadlines for application and recruitment and field-study information

♦ Board Members can access meeting schedules

♦ Potential Sponsors can get a brief overview of the program and view the history, mission and vision of the program, previous sponsors and principal collaborators
Content Outline:

I. Kids-to-Afrika, Inc. (KTA) TRAVELOGUE (The term travelogue is used to denote the collection of multi-media albums that include written text, student and teacher chaperone journal excerpts, audio, video and photo documentation of the field-study experience in Africa.)
   A. Senegal
   B. Gambia
   C. Benin
   D. Ghana
   E. South Africa
   F. Links to Africa-Related Sites

II. General Information
   A. About KTA-Things you may have heard and may not have heard
      1. What is Kids-to-Afrika (KTA)?
      2. What does KTA do?
      3. How is KTA funded?

III. Specific Audiences
   A. For Students
      1. Application Form
      2. Recommendation Form
      3. General Orientation
      4. Academy Schedule
      5. Field-Study
      6. Post-Production
   B. For Parents
      1. Parental Roles & Responsibilities
      2. Financial Deadlines
      3. Parent Mtg. Schedule
      4. Fundraising
   C. For Teachers
      1. Student Referrals
      2. Application Form (same as for students)
      3. Teacher Recommendation Form
      4. General Orientation (same as for students)
      5. Academy Schedule (same as for students)
      6. Field-Study Experience (same as for students)
      7. Post-Production (same as for students)
      8. How can I become involved?
   E. Board Members
      1. Roles and Responsibilities of the Board
      2. Picture and brief Bio of each
      3. Advisory Council
      4. Meeting Schedule
   F. Sponsors
      1. List of Past Sponsors
      2. List of Current Sponsors
      3. Collaborating Institutions
      4. How do I become a Sponsor?

IV. Guest Book
Experiential Flowchart

This chart depicts the user’s experience -- how he or she can navigate from page to page within the site.
Interface Mockups

The following graphics show what the site looks like now and what the new version will look like.

Current KTA Home Page

Mockup of New KTA Home Page
Travelogue

Click on the map or choose a country from the list below.

Benin
Gambia
Ghana
Senegal
South Africa

About KTA

Click on the map or choose a country from the list below.

Senegal
Gambia
Ghana
South Africa

What is KTA?
Ipso facto verdant per capita hare herre factual camel act perdith nog egg. Ipso facto verdant per capita hare herre factual camel act perdith nog egg. Ipso facto verdant per capita hare herre factual camel act perdith nog egg.

What does KTA do?
Ipso facto verdant per capita hare herre factual camel act perdith nog egg. Ipso facto verdant per capita hare herre factual camel act perdith nog egg. Ipso facto verdant per capita hare herre factual camel act perdith nog egg.

How is KTA funded?
Ipso facto verdant per capita hare herre factual camel act perdith nog egg. Ipso facto verdant per capita hare herre factual camel act perdith nog egg.

Things you may have heard...and may not have heard.
Media Inventory:

**Sound:** Nkosi Sikelela L'Africa (Anthem) 3:45, Cheikh Lo, Track #3 Ndogal 5:24, Youssou N'Dour,

**Text:** Slogan “An educational odyssey expanding student horizons for the future!” Scrolling;
Things you may have heard and may not have heard; Travelogue; Upcoming Events, Senegal Basic
Facts and Information, Gambia Basic Facts and Information, Ghana Basic Facts and Information,
Benin Basic Facts and Information, South Africa Basic Facts and Information, excerpts from Webster’s Journal, Student writing; Haiku; Letters to the Ancestors, Elements of Itinerary in South Africa; excerpts from Harley writing, What is KTA? What does KTA do? How
is it funded?, Steps to Applying, Application Form, Teacher Recommendation Form, General
Orientation, Student Responsibilities & Deadlines, Academy Schedule, Field-Study, Post-
Production, Parental Roles & Responsibilities, Financial Deadlines, Parent Meeting Schedule,
Fundraising, I would like to volunteer for the following committee, Student Referrals, Who are the
KTA Board of Directors?, Meeting Schedule, KTA Advisory Council, Meeting Schedule, Youth
Leadership Team, List of Past Sponsors, List of Current Sponsors, Collaborating Institutions,
How do I become a Sponsor?

**Images:** KTA logo, Globe, Map of Africa, Shape of Countries Senegal, Gambia, Ghana, Benin and
South Africa, Michelle Miller Video Clip, 3 pictures from Senegal, Video clip from Mama-Tie Dye, 4
pictures from Benin including group shot with Kin of Kpasse, Video clip of Gabriel at Wli
Waterfalls, Video clip of Cape Coast and Elmina Slave dungeons, 4 photographs, 7 photographs
(Cape Peninsula, Mpudule Learning Center, Robben Island, Gold Mine), video clip of Gugulethu
School Choir, 4 pictures on each specific audience page

**Links:** About KTA; For Students; For Parents; For Teachers; For Board; For Sponsors; Contact
Us; Guest Book, Africa Online website www.africaonline.com, www.encartaafricana.com,
www.netnoir.com, Senegal Website, Gambia website, Benin Website, Ghana Website
www.qhanaweb.com, South Africa Website www.southafrica.net, www.southafrica.co.za,
www.southafrica.com

**Graphic Elements:** Scanned Photo Album, Abomey Tapestry, Kente cloth, Adinkra Symbols,
Akuaba Doll

**Skills Assessment:**
Skills needed to complete the project include: imaging workshops, digitizing video, text, images,
and sound, manipulating data through email and attachments, installation and use of external
zip drives, capturing and editing video, burning CD’s, and scanning (image/OCR). The Program
Director and Student Assistants will require training in all of these areas. The webmaster
should be versed in all or most of these skills.
Implementation Plan:
In order to complete the redesign of the KTA website, Bart Everson as webmaster, Debra Harley as Program Director of KTA and a past and present KTA student scholar are needed. A grant writing committee generated by the KTA Board will assist in securing funding for the implementation of the website project. Debra Harley will be responsible for collecting the content of the website. A KTA02 student, Tarell Bilbo will be asked to serve as an assistant to the program director in the areas of capturing, editing and digitizing video, text, images and sound for the website. When KTA03 scholars are recruited and selected, one will be invited to participate in the Rich Media Project as an apprentice to Tarell. Bart Everson’s role is crucial as the webmaster has the task of designing the overall layout of the website using video and audio clips and text documents and updating information. The webmaster must also find an address for the site and register the site’s name. The grant writing committee will be responsible for submitting proposals to fund the budget for website maintenance and training.

Schedule for Implementation
August 2002-October 2002   Compile Media and Text
October 2002-November 2002  Complete 4 video editing sessions
December 2002   Photo albums pasted up (physical not electronic)
December 2002   Webmaster gets content
February 2003   Travelogue pages prototype completed
March 2003   Home page prototype completed
April 2003   Audience pages prototype completed
May 2003-July 2003   Review and Revision
August 2003-September 2003   Evaluation
September 2003-December 2003  Report submitted on findings in Evaluation

Budget
I. Personnel  $1680
A. Salaries
   1. Webmaster-(inkind covered by CAT)
B. Administrative Support  $600
   1. Training-(computer training $100/hr. consultant fee-6 hrs.)
C. PD/Student Stipends  $1080
   1. 6-3 hr. work sessions to compile data (2 students and program director/$20/hr.)

II. Equipment  $900
A. 250 Zip Drive ($175)
B. 250 Zip Disks ($75)
C. Fast Track Scheduling Software ($225)
D. Other Software ($300)
E. Blank video cartridges ($75)
F. CDs ($50)

TOTAL  $2580
Evaluation Plan:
The new and improved KTA website should be evaluated according to criteria that includes assessing the entertainment value (indicated by Guest Book comments), the ability to compile data around the African countries visited by the program and the ability to promote the value of international education programming that KTA offers.

Questions to be answered in the evaluation of the KTA website include:
① Are the links on the site relevant and appropriate?
② Is the information current and up-to-date?
③ Is the information provided relevant and appropriate to the targeted audience?
④ Can the user navigate the website effectively to find the information?

The schedule for the evaluation will occur between August 2003 to be completed by September 30, 2003. The total budget for the evaluation of the project is $600 for personnel and participants. The 5th floor computer lab will be utilized for the usability tests. Participants will be offered a $10 stipend for one hour evaluation. The Program Director will coordinate, schedule and invite participants to evaluate the site, a student videographer will capture them using the site and offering verbal comments.