Project Proposal

Project Title: UCSC Web Function and Design

Prepared By: David Turner

Date: 1/20/2009

Situation/Problem/Opportunity:

Web presence at all levels of the campus is widely accepted as one of the most critical components of UCSC's external communication. An effective, coordinated web presence requires a well-planned architecture and consistent design elements, supported by agreed standards, processes, and tools.

Purpose Statement (Goals):

Working in consultation with governance bodies, campus principal officers, and the Academic Senate, this project will engage a third party consultant to evaluate and recommend a design for UCSC's official web presence. Scope for this work includes:

- general information architecture (how pages are organized and navigated)
- visual design (look and feel), and
- design and development standards for distribution to campus organizations

A key deliverable of this work is a suite of web templates designed to integrate with a centrally-supported Web Content Management System, as well as adaptable versions that are compatible with other platforms that are locally supported.

This project will establish and publish updated design standards and guidelines to ensure consistency across all official sites. The scope of these standards may include navigation, branding, interoperability, accessibility, and compliance with relevant policies and regulations.

Objectives/Deliverables:

Deliverables for this project include:

- Scope of work to facilitate end-user functionality analysis, information architecture design, and execution of visual design templates
- Recommended campus-level information architecture for top-tier web sites
- Updated visual design (look and feel) for central (top-tier) UCSC web sites
- Suite of design templates for use within the centrally-supported Web Content Management System, as well as compatible versions for other locally supported platforms on campus
- Design standards and guidelines, including brand standards, navigation, accessibility, and compliance with relevant policies and regulations
- Implementation plan for adoption of design standards within a reasonable time frame

Methods/Approach:

The following strategies will be implemented to ensure the success of this project:

- Consultative process involving the UCSC Web Council, campus principal officers, and representatives from the Academic Senate to establish strategies and make key decisions
- Integration and coordination with separate projects within the Web Presence and Services Program to identify and fulfill cross-dependencies
- Partnership with Procurement & Business Contracts to craft a scope of work, manage a request for proposal (RFP), and select and contract with a service provider
- Engagement with a service provider to facilitate campus level conversations, conduct end-user analysis, draft and recommend information architecture and visual design(s), and execute templates to meet design standards
- Design standards and implementation plan drafted by a team of staff, faculty, and students, working under the guidance of the Web Steering Committee, with final approval by UCSC Web Council, campus principal officers, and representatives from the Academic Senate
- Maintain a primary focus on critical university strategies and priorities

Success Criteria:

This project will be successful if the following conditions are created:

- Deliverables required by cross-dependencies with separate projects (notably the Web Content Management System and Web Services Definition) are completed according to schedule
- Consultant agreement is managed according to scope, within budget, and within project schedule

UC Santa Cruz

- Visual design, information architecture, and design standards are successfully vetted with and accepted by key campus constituencies, and implementation is transitioned to web service providers

Risks and Dependencies:

- The proposed time frame is a significant risk for this project. By nature, this work is collaborative, and involves negotiations and subjective opinions, with substantial and frequent risk of delay
- The project is dependent upon funding availability and a successful RFP process to hire a third party consultant
- A critical dependency for this project is dedicated and sustained leadership from University Relations, ITS, and the Chancellor's office
- This project will have high visibility across campus, with numerous interested parties representing different perspectives, needs, and expectations in this area. It will be critical to articulate what is in and out of scope, to accept diverse input from broad constituencies, and to document decision processes
- Numerous web services already exist across the campus, supporting local web functions and designs. There is a high risk of resistance to shared visual design and standards by local developers and content managers

Resources:

Resources for this project include:

- Project Leadership (Avg 2-5 hours/wk for project duration):
  - University Relations: AVC Public Affairs Shiller (Project Manager), Director Public Information Burns
  - ITS: Web Service Manager Turner, Divisional Liaison Brookie
  - Senate representative with academic interest in web design
  - Student representative (TBD)
- Requirements gathering and design review teams (estimate six 2-hour meetings):
  - Consultant (facilitator)
  - Web Council
  - Chancellor's Advisory Board / Senate Executive Committee (CAB/SEC)
  - Advisory: Council of Provosts, Web Steering Committee, Committee on Admissions and Financial Aid, Assistant Deans / CAS, Digital Arts / New Media faculty and graduate students, Divisional Liaison Council, Web Coords
- Design Standards team (Avg 2 hours/wk, April – Nov 2009):
  - Web Steering Committee
  - ITS Web Service Providers (2)
  - UR Senior Web Developer
  - Campus representatives (optional, as designated by principal officers)
  - Faculty representative(s)
  - Student representative(s)
- Additional resources as required: subject matter expert, client perspective / business analyst, ITS Senior Management Team
- Project timeframe: Consultant selection complete in winter 2009. Wireframe design for top tier sites complete by April 2009. Design templates complete by July 2009. Design standards complete by November 2009
- Budget:
  - Primary budget expense is for potential third party consultant. Preliminary estimate: up to $100,000
  - Miscellaneous expenses include event refreshments, campus room recharge, and publication costs. Preliminary estimate: $1,000-5,000

Project Duration (est): 1 year	Project Budget (est): Up to $105,000	
Project Sponsors: Donna Murphy, VC University Relations Mary Doyle, VC Information Technology	**Project Manager:** Barry Shiller, AVC Communications David Turner (Asst. PM)	

UC Santa Cruz