CEHD Department Website Redesign Process and Responsibilities

Some items can happen concurrently.

	Responsibility					Description
	Dept. Chair	Dept. Faculty	Content Strategist	Web Team	Approx. Time	
Outline Goals and Objectives	✔		✔		2 weeks	This determines the purpose of the website and answers the questions: What problem will be solved or what opportunity will be achieved? How does the content align with the strategic priorities?
Identify Audience	✔		✔		2 weeks	Who is the website for? Students should be a priority. What actions will they take? What more can we figure out about their motivations and needs? What tone and voice should be used?
Audit Content	✔	✔	✔		4 weeks	What information is already available on the site? Is that information up to date? Is that information what is needed for your audiences? What information will be included on the site? What are the groupings for this information and how does it align with actions the audience will take? How will you know the audience achieved their goal?
Collect & create site content		✔	✔		1 year	The most complicated part of the process is collecting and creating all of the necessary information for the site. This process could take anywhere from 3 months, to two years. Conflicting schedules, the academic calendar, and other projects will greatly impact the length of this step.
Information Architecture			✔	✔	3 weeks	Layout website structure and taxonomy, determine coding necessary to achieve goals. Check back in with possible missing content.
Create Visual Design			✔	✔	3 weeks	Design is based on a balance of the function of the website and unit identity. Imagery influenced by content and actions is typically the most powerful. Colors follow imagery and balance with the University header. Present draft and final versions to stakeholders.
Build Site			✔	✔	4-8 weeks	Platform is selected and templates are built by the web team. Content strategist fills in sections right away and stays in close contact with the web team so adjustments can be made quickly and testing can be carried out efficiently. Build time is determined by the needs of the site.
Launch Site				✔	3 weeks	More testing and close contact to ensure all is working well. Go back and make changes for items not working well. Implement feedback.
Maintain and Repeat	✔	✔	✔	✔	Ongoing	Monitor web traffic and evaluate goals. Talk with users if able. Plan out next goals for unit and course of action for any current goals that do not seem to be working.