Web Modernization Program

June 29, 2018

WebRedesignTeam@uta.edu
Objectives

- Provide status updates
- Set expectations
- Collect feedback
- Understand involvement needed
Confidentiality

- Name of Implementation Partner should be kept confidential
Implementation Partner

- Implementation Partner selected
- Letter of Intent signed, mutual agreement on Statement of Work
- Final contract being reviewed by legal (University, then System)
- Beginning work on planning and preparation
# Est. Project Timeline

<table>
<thead>
<tr>
<th>Phase</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Discovery</td>
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<tr>
<td>Infrastructure</td>
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<td>Creative Design</td>
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<td>Targeted Content Migration</td>
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<td>Continued Migration</td>
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<td>Support and Training</td>
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<tr>
<td>Implementation Partner Engagement</td>
<td>July 2018 - Spring 2019</td>
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## Timeline

### Discovery

- Brand Review
- Market Research
- Stakeholder Meetings
- End-user Interviews
- Personas and Journey Maps
- Content Strategy
- Sitemap
- Business Requirements
Discovery

- Implementation Partner will inform stakeholders & pull together direction and requirements
- Planned for mid-late July
- Look for meeting invites soon
Sprint Updates

- Continuing efforts to improve existing site
- July:
  - Main site landing pages
  - Interior pages -> mobile-friendly
Next Steps

- **Project Team**
  - Continue progress on contract, web standards
  - Planning and preparation
  - Schedule discovery meetings

- **POCs**
  - Help identify Project Advocates
Please email WebRedesignTeam@uta.edu with the senior-level project advocates from your college or department.

Project Advocates should...

- understand marketing needs & target audiences
- be an effective change agent
- be committed to removing obstacles
- be a decision-maker within the college
- be at a senior leadership level within the college

POCs and Project Advocates may be the same individual.
Review

- Recent feedback
  - Academic program content
  - Student orgs
- Questions or Comments?
Confidentiality Reminder

- Name of Implementation Partner should be kept confidential