Web Project Scope

Center for Educational Leadership Website Redesign

Project Title

Center for Educational Leadership   Kara Kjarstad

Client   Account Manager

The consult meeting can be more effective if the key individuals attend, such as primary contact, decision maker(s), internal web developers, and content producers (writer/editor, photographer, illustrator).

1. Do you currently have a website?   ⦿ Yes   ○ No

2. What is the primary purpose of your new site or project?

    > 1) To help K-12 educators understand how CEL can help meet their skill- and leadership-development needs.
    > 2) To create easy access to the tools and resources (frameworks, webinars, worksheets etc.) that CEL offers
    > 3) To create a site that more closely matches CEL's customer journey than the site we have now

3. Who is the primary target audience for your website?

    > In order of focus:
    > 1) Potential clients: K-12 educators, especially those in leadership roles
    > 2) Existing clients: K-12 educators, especially those in leadership roles
    > 3) Staff and the UW College of Education community
    > 4) CEL fellows and advisory board

4. Will you need design services for the site?

    > Yes. We're definitely engaging UW Creative Communications in helping to design the basic HTML elements. For procurement compliance purposes, we are requesting proposals for the page template design and site architecture (as well as launch coordination) as a separate bid.
    >
    > Our current site is on Drupal, but we will be migrating to Wordpress.

5. Are there style guidelines or branding that we should be aware of while working on this project?

    > Yes. We'll follow (and formalize as part of the process) the style guidelines and branding that we've co-developed in the print projects we've worked on this year.

6. Will you need other assistance developing content for the site (e.g., writing/editing/photography)?

    > We will provide all of the writing and editing, as well as the development of any video content. We may need some assistance with purchasing stock photography. We'll also need assistance integrating a Wordpress event widget into the site.

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7. Have you developed a site map and when do you anticipate content will be ready?

   We have a first draft site map. There's a total of 32 pages under the current plan. We're aiming to have the content ready by mid-Dec 2020.

8. Will you need to have the pages from your old website redirect to pages on your new website?

   Yes, but we'll need help figuring out how best to do that.

9. Will you need C2 to provide ongoing support and to perform updates for your site?

   We'd like to receive a proposal with the onging support and updates broken out as a separate set of costs.

10. Will other materials need to be prepared along with the website? For example, stationery, invites, brochures?

    Not at this time.

11. Can you provide URLs for websites that you like or would like us to review?

    k-12leadership.org

12. Who is the primary contact? Who else is involved in the approval process?

    Rumi Tsuchihashi. Greg Sommers is the project sponsor, and has the authority to make final budget approvals.

13. Has a budget been set for this project? Do you have a UW Budget Number?

    The budget for the project (not including the development of basic HTML elements) is $10K. Budget #is 09-9183

14. What is your desired go live date for the new site?

    February 18, 2021