

re.web Transition Plan Comprehensive Site Redevelopment (June 2008 and beyond)

Prior to the launch of the new W&M web site, the re.web Project Team will consult with divisions and departments about sites that will go live on July 31, 2008. After the July 2008 launch of a new wm.edu, departmental web sites at W&M will gradually migrate to the new web content management system. With oversight from the W&M Web Advisory Committee, a central web team will manage this transition using a comprehensive approach. In other words, this central web team will provide support and consultation as departments transition their sites.

The migration of a departmental site will likely include the following steps:

1. Site inspection – familiarization with IA and content inventory
2. Consultation - speak with the communications director/official for the division (e.g., Arts & Sciences, Law School, Student Affairs, etc.). The communications director/official will confirm the name of the individual web manager for units within the division (e.g., Psychology, Student Health Center, etc.)
The meetings/consultations should:
 - a. Set expectations (cohesive web presence balanced against new guidelines)
 - b. Explain the process
 - c. Identify content that is clearly outdated
 - d. Identify any changes the customer wanted to make (and determine if it is within the scope of migration).
 - e. Ask customer to minimize changes to existing site during migration
3. Information design – create a new IA for the site; send IA to customer for approval
4. Implementation - create the new site in the CMS (folder structure based on IA)
5. Content - develop (where necessary): writing, photography, multimedia
6. Site build-out – transition all content into the new site
7. Review - show beta site to customer for feedback; determine site editors and workflows
8. Revisions - make revisions based on customer feedback and interim changes to the existing site
9. Ask for Sign Off - get approval of the new CMS beta site from stakeholders
10. Go live in CMS (*search/WM A-Z, redirect, user CMS permissions, etc.*)
11. Archive - disable the old site (*burn a CD of discarded and data and delete from web server?...*)
12. Training – conduct one-on-one CMS training/content development workshops