UNIVERSITY OF TEXAS ARLINGTON

Web Modernization Program

June 29, 2018

WebRedesignTeam@uta.edu

Objectives

- Provide status updates

- Set expectations

- Collect feedback

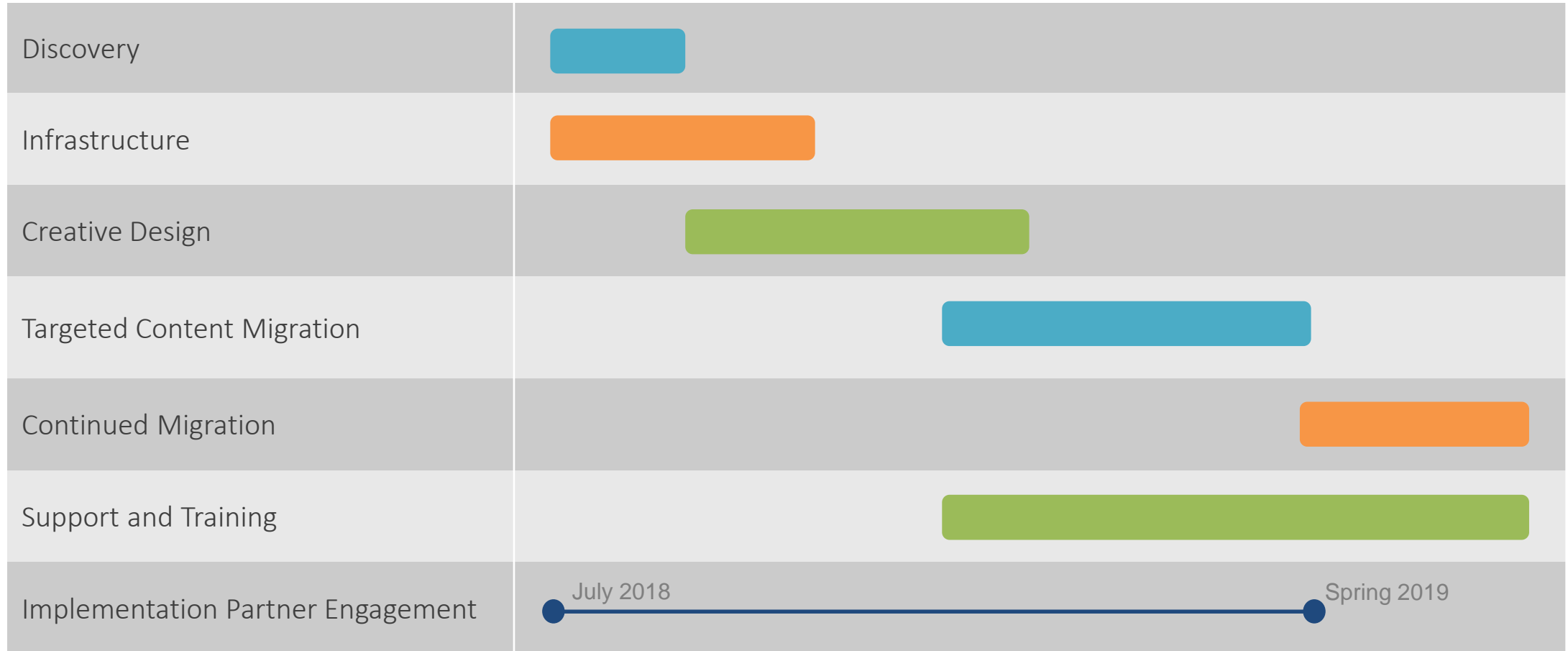- Understand involvement needed

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

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

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

Project Advocates
Decision makers

Project POCs
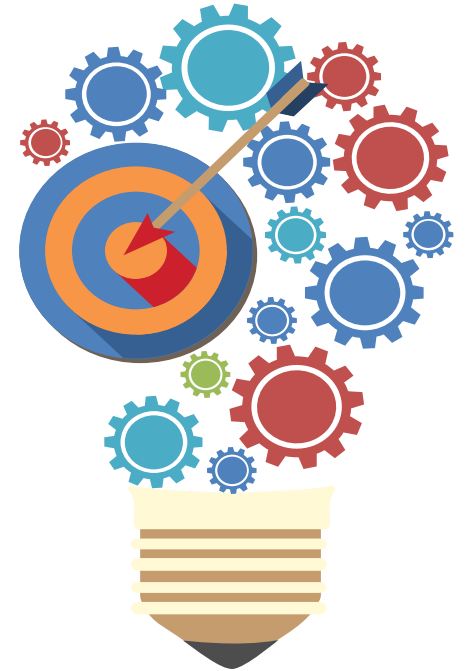High project engagement; activity agent

Web Captains
Content owner/site maintenance. May also be technical resource.

POCs and Project Advocates may be the same individual.

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Review

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

Confidentiality Reminder

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