

04-29-2009

From: Terri Carrothers, Jim Spencer, Catherine Worster and Tyler Schultz

To: School of Medicine Administrators in Departments, Divisions, Centers and Institutes

Re: Web site redesign time frame

Because of a number of issues, the School of Medicine needs to revise its timeline for redesigning its Web site. We appreciate everyone's hard work and patience as we continue moving through this complex process and will be happy to answer any questions you have after reading this memo.

Here is the new schedule:

May 15, 2009 – A site map for the School of Medicine Web site that shows its overall organization becomes available along with general suggestions for organizing departmental and division site maps.

May 15 - July 13, 2009 - Vermilion, the University of Colorado Denver's Web redesign consultant, hopes to establish final "wire frames" (15-20 pages) by July. Wire frames are skeletal details of the entire medical school Web site. Individuals can then see how detailed categories of content and types of technology fit together on a Web page by Web page basis for all of the School of Medicine site. This includes more specific suggestions for departments, divisions, centers and institutes. Ideally, wire frames form the base structure of a site in sufficient detail so that people working on the site need only worry about content and appearance. A good explanation of wire frames and several examples of how they look may be found at this link: http://www.gdoss.com/web_info/web-site-wireframe.php.

July 13 – September 9, 2009 –Vermilion designs each of the 15-20 School of Medicine Web pages it identified in the wire frames. The first review of the first few page designs comes July 20 by the large design committee with feedback for organization changes due July 24. Using those suggestions, Vermilion will design the rest of the pages identified in the wire frames. Vermilion intends to complete both the wireframes and page designs by early September, when it plans to deliver final layered Photoshop design files to University Web Services, along with a design style guide. The final style guide will include an updated version of the sitemap, featuring a page by page recommendation for the placement of design templates.

September 9 – December 31, 2009 - University Web Services at the University of Colorado Denver builds templates, which are essentially loosely standardized elements that you can copy on to a Web page and fill with information such as words, photos, graphs, charts, slide shows, video, databases, links to other Web sites, etc. The templates designed by UCD Web services for the School of Medicine home page will be developed

using a program called Microsoft Office SharePoint Server or MOSS. Once templates are complete, the IT staff will post them online at a non-public site, called a beta site. At the non-public beta site, members of the School of Medicine community will be able to look at the templates and try to use the applications they offer, surfing the new Web site, as it were. The School of Medicine will tweak its home page based on feedback.

Early January 2010 – School of Medicine Web redesign committee approves final templates and releases the templates to the entire school so that individual departments, divisions, centers and institutes may begin to build their new Web sites using templates and MOSS. The Dean expects all departments, divisions, centers and institutes to convert their Web sites to MOSS wherever possible. So it will be necessary for those responsible for Web development and maintenance to take MOSS training from Carol Martin carol.martin@ucdenver.edu before January 2010, preferably close to when you begin designing in MOSS. The MOSS training site can be found at <https://sharepoint.ucdenver.edu/DDCRedevelopment/MOSS/default.aspx>. There will also be monthly support meetings after training to help answer specific questions about MOSS applications. The School of Medicine will provide multiple Web templates for units to choose from in developing their individual sites. Think of building with templates as you think of designing a PowerPoint presentation. There are a finite number of slide designs, colors and type faces, but enough variety to help you establish a unique look. The University of Colorado Denver masthead and the School of Medicine masthead will be roughly identical for all major pages throughout the medical school Web site. But beneath those shared elements will be a range of presentations that differ with the needs and missions of individual departments, division, centers and institutes. The idea is to establish a brand, but also to make sure the Web sites are neither boring nor monolithic. If you like the information on your present site, you may move it over to the templates using MOSS. You may need to trim or expand to make your content fit the templates. You may also choose to add features that you didn't previously use. However, creation of new or additional content will generally be the responsibility of the departments, divisions, centers and institutes. The Dean's office will provide a library of photos from which all departments, divisions, centers and institutes may choose if they need pictures to illustrate their sites, or they may use their existing art or take new photographs. The School of Medicine will also make available some standard videos about the school's four missions that anyone may post on their sites if they want. There will also be some boilerplate items that will be centrally designed and placed on every site, items such as a site search engine and a calendar. But at this point, the Dean's office will not be writing copy for individual sites. So you should plan accordingly. You will have roughly eight months to apply the templates to your Web site and move content into them using MOSS. However, you may begin today to update the content on your current Web site in anticipation of moving it into the new templates. Just remember you may have to tweak a little later to make it fit the available space.

August 2010 – All School of Medicine departments, division, centers and institutes must be finished building or transferring their Web sites to templates and working in MOSS in the ucdenver.edu domain. The www.uchsc.edu domain expires in August 2010.

We know that's a lot to digest, but hope the extended time frame and specific explanation allows for training, planning and implementation. We will do our best to make sure we honor these deadlines and hope you will work with us to do the same. We will inform you as soon as possible if any of these plans change.

If you have any questions, please contact Jim Spencer jim.spencer@ucdenver.edu or Tyler Schultz tyler.schultz@ucdenver.edu. We may have to network you to another source, but we are committed to doing whatever we can to make this work.

Thanks.