

Dear colleagues

In August 2011, the Digital Media Unit commenced intensive work on a project to review and redevelop the Curtin public website. The aim is to make the website better, easier to use, easier to manage. You would have been introduced to this project either by way of email or a presentation. Phase 1 of the project, currently underway, aims to be completed in February 2012. We would like to provide you with a project snapshot and wrap-up of what has been accomplished in 2011 and what our focus and plans will be for 2012 when we return.

To date, the Web Improvement Project (formerly called The Big Fix) has undertaken work in the areas of:

### **Project management**

1. Established a Reference Group comprising stakeholders from across the University who will facilitate the overall progress of the project and report to the Marketing Executive Group. The Reference Group has met 3 times since its initiation.

### **Web audit**

1. Thorough audit of the Curtin website and sub-domains, including identification of internal vs external sites, current vs sites requiring archiving, and business owners of all sub-domains.

### **Digital quality assurance**

1. Developed a Content Strategy guide for the creation of a clear content plan for any area's web pages within the University.
2. Developed a proposed overarching Digital Communications Governance framework, including consistent and defined web management roles and responsibilities.
3. Developed a proposed Web Publishing Lifecycle guide to assist in the management and maintenance of all web content.
4. Established a Metadata Working Group to review and establish best-practice metadata standards for Curtin going forward.
5. Established an Analytics Working Group to review and develop an analytics strategy and establish best-practice analytics standards for Curtin.

### **Site structure**

1. On-going redevelopment of the Curtin worldwide site (<http://curtin.edu>), Curtin Bentley sub-site (<http://curtin.edu.au>) and other campus sub-sites down to the school level.
2. Assisting the Faculty of Health Sciences and CBS in the migration of their existing sub-sites into the new proposed site structure.
3. Preliminary work commenced with stakeholders on the 'Student' sub-site information.

## **Web templates**

1. Commenced development of web template designs inline with the various brand identities as outlined in the Brand Hierarchy framework.

## **Research**

1. Commenced audit of all active research centres, institutes and bodies, and their web presence.
2. Commenced identification of their brand identity within the Brand Hierarchy framework in order to determine their appropriate web treatment.

## **Implementation**

1. Commenced development of the implementation plan for Phase 2

## **Communications**

1. Blog - The WIP blog is regularly updated with all the latest project updates, project documentation, any activity involving staff and students including usability tests at <http://blogs.curtin.edu.au/web-improvement/>
2. Yammer – The WIP Yammer group is also updated regularly with the latest posts. Search for the *Web Improvement Project* group.

## **Focus for Quarter 1 2012**

1. Completion of Analytics strategy
2. Completion of Metadata strategy
3. Development of a Training plan
4. Proposed site structure completed for students and international areas.  
Commence site structure development for research area.
5. Commence development of the Layout strategy.
6. Digital Communications Governance framework document to be endorsed and ratified.
7. Web Publishing Lifecycle document to be endorsed and ratified.
8. Risk management plan drafted
9. Change management plan drafted.