

WEBSITE CONSOLIDATION PROJECT

INTRODUCTION

Over the years, Curtis has amassed a variety of websites. Its primary website, Curtis.edu, was built eight years ago on a custom CMS built on ColdFusion. Because of the development limitations presented by this platform, additional sites were built on WordPress (Library.Curtis.edu and Summerfest.Curtis.edu) and Drupal (CurtisPerforms.Curtis.edu) to accommodate new projects. In addition Curtis's merger agreement with the Tureck Bach Research Institute required that Curtis maintain TureckBach.com (built on the Expression Engine CMS) or incorporate its content into Curtis.edu. Today, each of Curtis's sites has a different "product owner," and different writers/publishers adding and updating content.

As a result of these various projects, user experience, governance, and branding across Curtis's website landscape is disjointed and hard to manage. And, most importantly, there is zero support available to maintain or make structural changes to Curtis.edu, which receives 65% of Curtis's total web traffic.

Implementing a single entry point and common look and feel for all Curtis websites will make it easier for our constituents to find and engage with all the different services we offer. It will also allow for easier design and infrastructure updates; a revised governance plan; and deeper analytics into user journeys and behaviors.

PROJECT OVERVIEW

Curtis is consolidating and streamlining multiple public-facing websites into one common presentation on a new website. The intention behind this consolidation is to create greater ease in governance and maintenance of these individual sites by bringing them into a single CMS.

Phase one of this project encompasses four websites: Curtis.edu, Library.Curtis.edu, and TureckBach.com, and Summerfest.Curtis.edu. The work involves two main projects: design and development of a new website on the Episerver CMS and migration of content from all four sites to the new website. (Please note: A future phase will incorporate CurtisPerforms.Curtis.edu and its content into this single website.)

OBJECTIVES

While a comprehensive website overhaul is anticipated within the next 1-2 years, the consolidation of our websites and a light refresh of its design and functionality is an important first step toward building a seamless, service-oriented web experience for our primary stakeholder groups, which include:

- **Students:** Who want to realize their full potential as performing artists
- **Alumni:** Who want to be connected to Curtis and each other
- **Audience members:** Who want to be inspired through Curtis performances
- **Donors:** Who want to invest in and advance the excellence of the school and its students
- **Faculty:** Who want to train the next generation of performing artists
- **Staff:** Who want to further Curtis's mission

Consolidating our websites into a single platform will allow us to:

- Provide a common location for constituents to find the information they need from Curtis, whether they're applying to the school, attending an event, or becoming a supporter
- Compile a comprehensive view of visitor behavior and interactions with Curtis online
- Improve the Digital Projects Manager's overall ability to oversee the website as a single, centralized "publication," and implement a clear and thorough governance plan for content contributors and publishers
- Consolidate, restructure, and sunset existing content to better meet user goals
- Decrease the support required by Curtis staff, IT Shared Services, and external vendors to monitor security and make technology updates to the site

PROJECT TEAM

Executive Sponsors: Kristen Loden and Larry Bomback

- Responsibilities: *Approve project budget, ensure availability of resources, approve all changes to the project scope, approve project deliverables*
- Representation: *Kickoff meeting, receive sponsor update at Senior Staff Meetings (monthly)*

Project Sponsors: Roberto Diaz, Jennifer Kallend, Lourdes Demers, David Ludwig, Paul Bryan, Mikael Eliassen

- Responsibilities: *Ensure availability of resources, provide thought-leadership*
- Representation: *Kickoff meeting, receive sponsor update at Senior Staff Meetings (monthly)*

Project Manager (Curtis): Jen Dionisio

- Responsibilities: *Develop project plan, manage internal and external deliverables, lead and manage the project team, assign tasks to project team members, provide regular updates to project sponsors, document the process*
- Representation: *Kickoff meeting, sponsor update at Senior Staff Meetings (monthly), project team meetings (weekly)*

Project Manager (ITSS): Carissa Brittain

- Responsibilities: *Manage deliverables, lead and manage the development team, assign tasks to development team members*
- Representation: *Kickoff meeting, project team meetings (weekly)*

Project Manager (Karma)

- Responsibilities: *Manage deliverables, lead and manage the design team, assign tasks to design team members*
- Representation: *Kickoff meeting, project team meetings (as required)*

Project Team:

SECTION REPRESENTATIVES: Nurit Bloom (*About/Performances*), Laurel Grady (*Students*), Laura Sancken (*Alumni*), Erin Sammis (*Giving*), Michelle Oswell (*Library*), Kristina Wilson (*Archives*), Annie Sarachan (*Summerfest*), Matt Barker (*Performances*), Chris Hodges (*Admissions*)

TECH REPRESENTATIVES: Arthur Curtis, James Boyer, Parijata Dasmuth

CONTENT MIGRATION TEAM: Tom Oltarzewski, Victoria Koursaros, Melinda Whiting

- Responsibilities: *Contribute to overall project objectives, complete individual deliverables, provide expertise*
- Representation: *Kickoff meeting, project team meetings (weekly), section content meetings (as required)*

TIMELINE

- **Kickoff Meeting** (March 2017)
- **Governance Plan Delivered** (March 2017)
- **Discovery Meetings** (March 2017)
- **Design and Use Case Development** (April 2017)
- **Custom Template and Form Development** (May-June 2017)
- **CMS Training** (June 2017)
- **Content Migration** (June-July 2017)
- **Testing** (July-August 2017)
- **Launch** (August 2017)
- **Maintenance and Analytics Plan Delivered** (August 2017)

CONTENT MIGRATION TEAM TIMELINE

Jen Dionisio, Tom Oltarzewski, Victoria Koursaros, Melinda Whiting

MARCH:

- Consolidate and update website copy:
 - About (Melinda + Jen, in consultation with Nurit, Jennifer, and Dan)
 - Alumni (Melinda + Jen, in consultation with Laura)
 - Giving (Melinda + Jen, in consultation with Erin and Kristen)
 - Performances (Melinda + Jen, in consultation with Nurit, Matt, and Diana)
- Identify related assets (Victoria)

APRIL:

- Consolidate and update website copy:
 - Prospective Students (Melinda + Jen, in consultation with Chris, Tom, Veronica, and Laura)
 - The School (Melinda + Jen, in consultation with Laurel, Tom, Maggie, Veronica, and Mary)
 - Summerfest (Melinda + Jen, in consultation with Annie)
- Identify related assets (Victoria)

MAY:

- Consolidate and update website copy:
 - For Current Students (Melinda + Jen, in consultation with Laurel, Tom, and Maggie)
 - Library (Melinda + Jen, in consultation with Michelle and Kristina)
- Identify related assets (Victoria)

JUNE:

- CMS Training
- Migration begins (through July)

JULY:

- Migrated content review (through August)