

Website Redesign Steering Committee

Simon Pennington <penningtonsimon@fhda.edu>

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To: Kathryn Maurer <maurerkathryn@fhda.edu>; Adrienne Hypolite <hypoliteadrienne@fhda.edu>; Fatai Heimuli <heimulifatai@fhda.edu>

Cc: Vanessa Smith <smithvanessa@fhda.edu>; Janie Garcia <garciajanie@fhda.edu>; Amy Leonard <leonardamy@fhda.edu>

Hello Adrienne, Kathryn, and Fatai,

I hope you are all well.

The Request for Proposals (RFP) for the website redesign is now open and will close on October 27. We are ready to form a steering committee to oversee the process of selecting a contractor and setting up focus groups, etc., to support and guide the design process.

The Guided pathways coordinators (Janie and Amy) and Vanessa and I met yesterday and discussed the timeline and budget issues. We'd like to convene a Website Redesign Steering Committee. Could AS, CS, and ASFC please identify committee members.

Website Redesign Steering Committee: Proposed Membership

Amy Leonard and an AS nominated faculty member
Janie Garcia and a CS nominated classified staff member

Two students (nominated by ASFC)

Marketing Team (Vanessa, Julie, Jolie, Jerry, Simon)

One Administrator (a dean?)

Phase I (Fall 2021)

The goal would be to convene the steering committee for a preliminary meeting by October 27 in preparation reviewing/assessing the proposals in November/December.

Steering Committee to agree on guiding principles for process and new website (accessibility, mobile-friendly, etc.)

The assessment rubric is supplied by District. Select contractor.

Phase II (Winter 2022)

Focus groups (students, faculty, staff, administrators) with contractor

Collect focus group data

Steering committee to support marketing team's work with contractor on design principles informed by focus group feedback

Phase III (Spring/Summer 2022)

Contractor produces beta version. Testing, focus groups provide feedback on UX/UI and design.

Produce Beta 2.0 based on testing and focus group feedback

If the wind is in our sails and we don't have COVID-20, the goal would be to go live before fall 2022 (hopefully in August?)

Please feel free to suggest changes/additions to this proposed timeline. This is a fairly aggressive timeline, but doable.

Thank you to Janie and Amy and Vanessa and the Marketing team for guiding this exciting process.

My hope is that we'll finally get the best possible website to serve our students, employees, and the community.

Simon

Simon Pennington, M.A.

Associate Vice President of College and Community Relations, Marketing, and Communications

650 949 7033

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