### Project Title: Web Function & Design

**Prepared By:** David Turner  
**Date:** March 17, 2010

<table>
<thead>
<tr>
<th>Type of Change:</th>
<th>Date Approval Needed:</th>
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<tbody>
<tr>
<td>![X] Scope ![X] Schedule ![☐] Cost</td>
<td>March 2010</td>
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<th>Date Change Must Be Active:</th>
<th>Currently Active</th>
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### Description of Change:

This request provides for the following changes to the project:

- Remove the three deliverables listed under **Objective 5 – Establish Standards for Design, Content and Development**
- Add a new deliverable, **Plan and Implement Communications Strategy for Introducing New Designs**
- Establish a new end date for the project

### Deliverables (Objectives) Effected:

**Delete:**

- “Develop core standards for branding, navigation, accessibility, and compliance with relevant policies and regulations.” This deliverable has been transferred to the Web Steering Committee, which is actively working on an integrated policy document to achieve this goal.
- “Implementation plan for adoption of design standards.” Planning for implementation standards will be the responsibility of the Web Steering Committee, once the policy / standards document is complete.
- “Recommendations for next steps for policy/standards development.” Web Steering Committee will continue to support policy and standards development.

**Add:**

- “Plan and Implement Communications Strategy for Introducing New Designs.” Project team to identify appropriate methods and timing of communications to campus constituencies to introduce new web template designs. Schedule to be aligned with the WCMS project, and the end of the academic year as applicable.

### Schedule Change:

- Establish a new project end date of **June 30, 2010**.

### Anticipated Effect of Change:

- Deleted deliverables are not anticipated to have any measurable effect, as this work is currently underway via a more appropriate campus governance function.
- The added deliverable is intended to improve campus support for the Web Program by providing key constituencies with an opportunity to review and comment on the new designs. If not executed, there is a risk that insufficient communication will result in loss of momentum or alienation of interested parties.
- Schedule change will have minimal impact, as project resource commitment is minimal for this phase and there are no discreet dependencies tied to the current end date.

### Justification/Cause of Change:

- Deleted deliverables are better executed through the campus governance process, which was established subsequent to the creation of the project charter. These deliverables no longer apply to this project team.
- Added deliverable addresses political needs for direct communication that were not included in the original charter.
- Schedule change is required to provide additional time for the added deliverable, and avoids potential misinterpretation by campus constituencies who might not understand this project closing so far in advance of the implementation of the new templates.

### Cost of Change:

- Project team resources will have an extended commitment to arrange and execute in-person visits and draft any required communications. Total dedicated resource time is expected to be minimal.
No direct budget costs are anticipated at this time.

**Alternative Solutions:**
- If not approved, the alternative would be to close the project as-is and hand off this work to operational units.

**Notification Review: (Who needs to be notified?):**
- Sponsor – Barry Shiller
- Project managers of other projects affected by this change – Leslie Geary, David Turner
- Stakeholders – Web Program Leadership Team

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**To Be Completed by Appropriate Manager**

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<tr>
<th>Reviewed and Approved By:</th>
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<tr>
<td>Project Sponsor: Barry Shiller</td>
<td>Project Manager: David Turner</td>
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