

## **13.012 Website replacement project – Content Refresh**

### Timeline dependencies, salient points and approach

The following dependencies should accompany the content refresh timeline, to ensure absolute transparency of the process.

1. Staff from the departments and service areas being available to engage and develop their new web content in the timeframes specified. Mindful that departmental restructures are taking place, demands from other business change activity and their own business as usual work. There is an associated risk of the impact of summer holidays, which, while it will affect mainly academic staff, is likely to have an impact on teams across the university.
2. Quality of content that is submitted to the editorial team (the more editing they need to do, the longer the task will take)
3. The speed at which feedback is given on draft content from departments and service areas (the more rounds of feedback required by departments, the slower the process, and if there is the need for end sign off in any area before content goes live, this will impact on timelines).
4. The effect of additional workload being required of the Digital editorial team - if business as usual and discreet projects arise, or take longer than estimated in the timeline, this will have a negative effect on the timeline. I've added in the estimated time for clearing (a week in August, from 14th), induction (1 week per team member)
5. The timeline is based on a prediction of a reduction in site pages, to date this reduction averages at 66%.

We're dealing with content in the six ways identified:

1. Delete and do not refresh
2. Migrate without changing (a small minority of content)
3. Train staff in different service areas to gather and create new content
4. Internal editorial team to edit and migrate
5. Stranger Collective to create/ internal editorial team to migrate
6. Staff create own content based on good practice guides (eg. staff profiles)

Aside from that, there may still be variables we're not able to consider until we get stuck into the content - some of these revolve around the complexity and density of page content. There may be, for example, one page which needs considerable thought and ends up taking more time than a whole section of simpler, less controversial content, and, again, this will only really come to light as we get to that content.