**Project Brief: academic.ubc.ca (formerly: VPA/Provost site)**

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Context

### BACKGROUND

*Why are we engaging in this project? What are the major drivers?*

* The current VP Academic website is non-responsive and virtually impossible to use on mobile devices.
* The site is seriously outdated and thin on content and undermines UBC’s claims to “bold, open thinking” and “an exceptional learning environment”.
* There is currently no single channel for internal communications amongst faculty. Through Open Minds Forum (OMF) research, focus group testing and discovery sessions, there is an opportunity to determine ways to support faculty communications via a new website.
* The current website of the VPA office is built to parallel administrative structure rather than user need. The site does not efficiently direct the internal academic community to relevant portfolio contacts and resources.
* The current site, built in Wordpress, is not consistent with current brand standards (ie not the latest CLF)—both in look and tone.
* The site does not comply with current barrier-free web standards—that is, it does not meet web access standards for limited vision, colour-blindness, etc.
* Although there have been no analytics available for the existing site until now, early OMF research of faculty reveals the majority are not aware of the site and/or have no idea of what content they can expect to find there. Those who do visit the site are primarily looking for office contacts, funding information, and news and information about key academic initiatives.
* The existing site (approx. 2.5 years old) came from very humble origins; a collaboration between administrative staff, under the direction of the office director, with ad hoc technical support from CTLT, (and attendance of various wordpress clinics). Content strategy and user experience were unlikely a key component of the project brief.
* To date, there has been no consistent oversight or administration of the VPA website. (The site is currently administered at arm’s-length through a working arrangement with CTLT staff.) The new site will have a dedicated site coordinator within VPA.

### GOALS

What are the major goals of this project?

* To promote the core values and mandate of the Provost’s office
* To transform the current VPA office site into academic.ubc.ca, a go-to site for all internal academic audiences
* To create an engaging user experience via consistent style and voice
* To provide a satisfying online experience for mobile users
* To reflect UBC’s current academic strategic priorities
* To highlight areas of academic strength and accomplishment at UBC
* To efficiently direct faculty, staff, graduate students and other interested audiences to relevant resources both within and beyond the portfolio

### TARGET AUDIENCES

Who are the users of this site?

### Internal (Primary):

### Faculty

### Staff

### Graduate students

### External (Secondary):

### Potential faculty hires

### Potential graduate students

### Government

### EXPECTED OUTCOMES

What are some expected outcomes of this project?

* Internal and external audiences will recognize the quality, breadth and impact of UBC’s academic activities
* Faculty and staff will quickly find appropriate resources to better support their activities
* Faculty will have a hub for internal communications
* Prospective students, faculty and staff will be inspired to study and/or work at UBC

Roles & Responsibilities

### PROJECT OWNER(S) / EXECUTIVE SPONSOR(S)

*Who is responsible for signing off on the project and making final decisions?*

* Anji Redish (VPA)

### PROJECT LEADS

*What teams are involved in this project and who is the lead of each team for this project?*

* Project lead: Julie Ovenell (VPA)
* Project managers: Julia Mitchell (VPA) and Diana Yoon (IT/Web Services)
* User Experience, Digital Development: IT Services (James O’Toole)
* Design: TBD (Communications & Marketing or IT/Web Services)
* Content: Julia Waring/Rob Mathison

### STAKEHOLDERS

*Who has a stake in the outcome of this project? Who will need to be consulted with or updated throughout the course of the project?*

* David Shorthouse (VPA)
* Faculty deans (and their senior communicators)
* Kari Grist (Marketing & Communications)
* Portfolio unit directors/designates
* All participants of discovery sessions

## Dependencies

*Describe the people, circumstances or factors that could affect and be affected by the successful completion of this project.*

Who does this project depend on?

* Julie, Julia, Diana
* Angelique Crowther (VPA web administrator)
* Freelance writer for content
* C&M or IT/Web Services design team
* UBC IT/Web Services

Who depends on this project?

* VPA portfolio
* UBC teaching and learning community

## Risks

*What are the risks that could delay progress or impede completion of this project?*

* Delays in work reviews / approvals / feedback cycles / IT timelines will have a cascading effect on timelines
* Skeletal staff within VPA to support; sufficient contract resourcing required
* New strategic direction established late in the game by new provost
* Delay in consensus regarding areas of academic priority/focus at UBC
* Delay in hiring of VPA dedicated web coordinator
* Delay in Drupal or Wordpress training for designated VPA administrative staff

## Timeline

*What is the timeline for project completion?*

* Absolute: March 31, 2016 (a work-back plan will be created based on the outcome of the Discovery phase)

## Resource Requirements

*What major resources are required to complete this project?*

* Freelance writer
* Photographer
* New web coordinator within VPA
* Content & rich media sourcing (VPA)
* Interface design, graphic design (C&M or IT/Web Services teams)
* Web / CMS programming (IT/Web Services)
* Web hosting (IT/Web Services)
* Project management (VPA/IT/Web Services)

## Process

*How is this project planned to unfold?*

* Discovery/Design/Development phases as per IT/Web Services contract/project management protocols and charter.