Okay, here's an in-depth, step-by-step plan to achieve the website, incorporating all the web pages that already exist in the community, and organize the information in one central hub, based on our discussion:

In-Depth Plan for the Eugene Musical Theatre Community Hub Website

This plan outlines the steps to create a centralized website for the Eugene musical theatre community, as discussed.

I. Project Definition and Scope

1. **Project Goals and Objectives:**
   - Reiterate the primary goal: To create a centralized, user-friendly website that consolidates information and resources for the Eugene musical theatre community.
   - Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives:
     - Launch a functional website with core features (calendar, event details, basic organization info) within [timeframe - e.g., 3 months].
     - Increase community engagement (measured by website traffic, forum participation, etc.) by [percentage - e.g., 20%] within [timeframe - e.g., 6 months] of launch.
     - Include listings from at least [number] local theatre organizations within the first month.
     - Achieve a user satisfaction rating of [percentage] (measured by surveys) within [timeframe].
2. **Определить Target Audience:**
   - Identify all primary user groups:
     - Actors seeking auditions
     - Directors/Producers announcing auditions
     - Audience members seeking performance information and tickets
     - Theatre staff and volunteers
     - Designers, technicians, and crew
     - Educators and students
     - Donors and sponsors
   - Document the specific needs and goals of each user group in relation to the website.
3. ** провести Detailed Requirements Gathering:**
   - Build on the initial needs assessment in the report.

- Conduct stakeholder interviews or surveys with representatives from key theatre organizations (Hult Center, Actors Cabaret, OCT, VLT, etc.) to gather detailed requirements.
- Identify all existing online resources (websites, social media pages) that need to be integrated or linked.
- Document the specific data fields required for each event type (audition, performance, workshop, etc.). For example:
  - **Performances:** Title, date(s), time(s), venue, synopsis, director, playwright, cast (optional), production photos, ticket link, reviews (optional).
  - **Auditions:** Title, date(s), time(s), venue, show title, roles available, director, requirements (e.g., prepare a song, bring a headshot), contact information for submissions.
  - **Workshops:** Title, date(s), time(s), venue, instructor, description, cost, registration link, target audience.
- Determine the required website features in detail:
  - **Calendar:**
    - Filtering by category (auditions, performances, workshops) using toggle buttons.
    - Month, week, and list views.
    - Clear display of event details (date, time, venue).
    - Links to event detail pages.
    - Recurring event functionality.
  - **Event Detail Pages:**
    - Consistent layout for all event types.
    - Essential information (title, date, time, venue) prominently displayed.
    - Compelling, spoiler-free synopses for performances.
    - High-quality production photos.
    - Clear calls to action (e.g., "Buy Tickets," "Sign Up for Audition").
    - Direct links to external ticketing or registration sites.
    - Optional: Cast/crew information, reviews, maps.
  - **Community Features:**
    - Decide on the initial scope:
      - Forums (bbPress, BuddyPress/BuddyBoss) for discussions.
      - Member directory (ProfilePress, Ultimate Member) with profiles and search.
      - Resource sharing (document uploads, links).
      - Groups (BuddyPress/BuddyBoss) for focused collaboration.
    - Define user roles and permissions (e.g., administrator, editor,

contributor, member).
- ■ Establish content moderation policies.
- ■ **Content Management:**
  - ■ Easy-to-use interface for adding and updating events, news, and other content.
  - ■ Workflow for content approval (if needed).
  - ■ Ability to schedule content publishing.
- ■ **User Management:**
  - ■ User registration and login.
  - ■ Profile management (if member directory is included).
  - ■ Password recovery.
- ■ **Search:**
  - ■ Site-wide search functionality.
  - ■ Ability to search within the calendar and other sections.
- ■ **Navigation:**
  - ■ Intuitive main navigation menu.
  - ■ Footer navigation with secondary links.
  - ■ Breadcrumbs for site navigation.
  - ■ Mobile-friendly navigation.
- ■ **Design:**
  - ■ Modern, clean, and visually appealing design.
  - ■ Consistent branding (colors, fonts, logo).
  - ■ Mobile responsiveness.
  - ■ Accessibility (adherence to WCAG guidelines).
- ■ **Technical Requirements:**
  - ■ Platform: WordPress.org (self-hosted).
  - ■ Hosting: Managed WordPress hosting.
  - ■ Domain name: [Choose a domain name].
  - ■ SSL certificate.
  - ■ Security measures (firewall, malware scanning).
  - ■ Backup and restore functionality.
  - ■ Performance optimization (fast page load times).

4. ** провести Competitive Analysis:**
   - ○ Expand on the initial analysis in the report.
   - ○ Identify websites of similar theatre communities or arts organizations in other cities.
   - ○ Analyze their features, design, and user experience.
   - ○ Document what works well and what should be avoided.

- Use findings to inform the design and functionality of the Eugene hub.

II. Website Design and Development

1. ** выберите WordPress Theme:**
   - Identify themes that meet the design requirements (modern, clean, responsive, accessible).
   - Consider premium themes that offer more customization options and support.
   - Ensure the theme is compatible with the chosen plugins.
   - Examples: [List potential themes].
2. ** Select and Configure WordPress Plugins:**
   - **Calendar:**
     - The Events Calendar Pro + Filter Bar, or Sugar Calendar Pro.
     - Configure categories (Auditions, Performances, Workshops).
     - Set up calendar views (month, week, list).
     - Customize display of event details.
     - Integrate with ticketing (if applicable).
   - **Community (if included):**
     - BuddyBoss (for a full social network), or bbPress (for forums) or ProfilePress/Ultimate Member (for a member directory).
     - Configure user profiles, registration, and login.
     - Set up forum structure and moderation settings (if using forums).
     - Customize the member directory (if included).
     - Define user roles and permissions.
   - **Essential Plugins:**
     - SEO plugin (Yoast SEO, Rank Math)
     - Security plugin (Wordfence, Sucuri)
     - Backup plugin (UpdraftPlus, BackWPup)
     - Contact Form Plugin (Gravity Forms, WPForms)
     - Caching plugin (WP Rocket, LiteSpeed Cache)
     - Image optimization plugin (Smush, ShortPixel)
3. **Develop Website Structure and Navigation:**
   - Create a detailed sitemap.
   - Design the main navigation menu:
     - Home
     - Calendar
     - Get Involved (Auditions, Volunteer, Donate)
     - Community (Forum, Member Directory, Resources)
     - News
     - About Us

- ○ Design the footer navigation:
  - ■ Contact Us
  - ■ Privacy Policy
  - ■ Terms of Service
  - ■ Sitemap
  - ■ Links to partner organizations
  - ■ Social media icons
- ○ Implement breadcrumbs.

4. **Create Content Templates:**
- ○ Design templates for:
  - ■ Event detail pages (consistent layout for all event types).
  - ■ News articles.
  - ■ Resource pages.
  - ■ Member profiles (if applicable).
  - ■ Forum topics and replies (if applicable).

5. **Develop Website Content:**
- ○ Create initial content for key pages:
  - ■ Homepage (overview of the hub, call to action).
  - ■ About Us (mission, vision, participating organizations).
  - ■ Contact Us.
  - ■ Resource pages.
  - ■ Sample event listings for the calendar.
  - ■ Initial forum topics (if applicable).
  - ■ Member profiles (if applicable).
- ○ Establish a content creation workflow and editorial calendar for ongoing updates.

6. **Integrate Existing Websites and Resources:**
- ○ Compile a comprehensive list of all relevant websites and social media pages for Eugene musical theatre organizations.
- ○ Determine the best way to integrate them:
  - ■ Direct links from the calendar and event detail pages.
  - ■ Links in the footer.
  - ■ A directory of member organizations.
  - ■ Embedding social media feeds.
- ○ Ensure all links are accurate and up-to-date.

III. Testing and Launch

1. ** провести Thorough Testing:**
- ○ Test the website on different browsers (Chrome, Firefox, Safari, Edge).

- Test on different devices (desktop, laptop, tablet, smartphone).
- Check for:
  - Functionality: All links, forms, and features work correctly.
  - Usability: The site is easy to navigate and use.
  - Responsiveness: The site adapts well to different screen sizes.
  - Performance: The site loads quickly.
  - Accessibility: The site is accessible to users with disabilities (WCAG).
  - Spelling and grammar errors.

2. **Launch the Website:**
   - Choose a launch date.
   - Coordinate with participating organizations.
   - Make the website live on the chosen domain.

3. **Promote the Website:**
   - Announce the launch to the Eugene musical theatre community through:
     - Email lists of participating organizations.
     - Social media channels.
     - Press releases to local media.
     - Announcements at theatre events.
     - Links from participating organization websites.
   - Encourage community members to create profiles (if applicable) and contribute content.

IV. Ongoing Maintenance and Growth

1. **Establish a Website Maintenance Plan:**
   - Assign responsibility for ongoing maintenance.
   - Schedule regular tasks:
     - WordPress core, theme, and plugin updates.
     - Website backups.
     - Security monitoring.
     - Content updates (calendar, news, resources).
     - Performance monitoring.
   - Document maintenance procedures.

2. **Monitor Website Analytics:**
   - Use Google Analytics (or a similar tool) to track:
     - Website traffic.
     - Page views.
     - User behavior (e.g., bounce rate, time on site).
     - Search terms.
     - Referring websites.

- Use data to identify areas for improvement.
3. **Gather User Feedback:**
   - Implement a system for gathering user feedback:
     - Online surveys.
     - Feedback forms.
     - Email feedback.
     - Usability testing.
   - Use feedback to inform website updates and new features.
4. **Continuously Improve and Expand:**
   - Based on analytics and user feedback, plan for ongoing website improvements:
     - Add new features.
     - Update content.
     - Improve design and usability.
     - Expand community features (if applicable).
   - Stay up-to-date with web design and technology trends.

By following this in-depth plan, you'll be well on your way to creating a successful and valuable online hub for the Eugene musical theatre community.