

What is “A” Level Work for CRS Online?

“A” level work in public-facing web properties, social media, email marketing and online multimedia means a website that is visually compelling, user-friendly, easy to navigate, technologically progressive, and invites users to engage with CRS in a variety of ways. It also means a coordinated social media presence that ensures all channels — including our multiple Facebook pages and Twitter accounts — are working together seamlessly in support of agency objectives. A top-notch online presence will engage our audience, build trust and motivate people to support our work. It means providing leadership for the entire agency to ensure our web properties provide the communication we need for all of our audiences.

New **crs.org**

Our online presence includes a new **crs.org** that has a clean and stunningly beautiful design, is incredibly compelling and is totally engaging. Intuitive navigation and eye-catching graphics guide CRS’ multiple audience segments to the appropriate content in a user-centric and friendly manner. It will be a web property that:

- takes advantage of creative and innovative design practices to provide a great user experience measured by website traffic, online engagement and donations.
- is highly search engine optimized (SEO). This means building our websites in such a way that CRS appears near the top of the first page of search results related to our content. SEO happens both behind-the-scenes and on the page; therefore it is the responsibility of those who write content as well as the technical team.
- has clear and compelling pathways to engage with and support CRS.
- showcases CRS’ videos and photography and makes improved use of infographics.
- is optimized for use on all mobile devices.

How will we get there?

Creativity and innovation

- Coach the design and technical team to push their design and technical skill to the highest levels of creativity and innovation.
- Always be aware of the latest design and coding trends by following industry leaders and industry-leading design and development blogs.
- When budget allows, we will work with outside vendors to support design and development staff.
- Regularly publish a CRS online team blog that highlights some of the best work being done online. This will encourage the team to always be on the lookout for examples of great work and create a forum to better share within CRS the deep knowledge of the online team.
- Develop a comprehensive set of web typographic standards that are governed and maintained. This will be done in conjunction with Graphic Services and the PQSD publications team so that offline and online typographic standards are unified and consistent.

Objectives and governance

Create a review committee to prioritize web projects that includes marketing/writing staff in other division and departments as well as other web stakeholder.

Create comprehensive online governance standards, including:

- an online content strategy for all stakeholders and content creators
- an email marketing campaign calendar
- SEO guidelines that are adhered to by all online content creators

Form a CRS online advisory group that will:

- meet quarterly to review and discuss all aspects of CRS online.
- manage a newly-created web governance framework.
- help prioritize online projects.

Define editorial guidelines for all CRS online content that is followed by all contributors. This will include guidance for how often content should be refreshed, updated or retired, and who is responsible for maintaining various types of content (e.g., country pages, technical information, stories, etc.).

Commitment to global brand management

Develop and maintain an online brand, identity and messaging space. This public facing online presence will support the new positioning and brand guidelines suggested in the Marketing & Communications overview section. This will enable the entire agency to participate in building the CRS brand and to use our brand marks and messages appropriately.

Two good public facing examples are:

- The University of Notre Dame - <http://onmessage.nd.edu/>
- Stanford University - <http://identity.stanford.edu/>

Project planning and cross-divisional coordination

Develop a structured design and development routine for all web projects. This will ensure that all new web projects are well-considered, feasible, appropriate, budgeted, audience-specific and support the agency strategy.

Strengthen relationships with other divisions and work in a more coordinated manner, using a team approach to conceive and develop web content. Ensure that the needs of both domestic and overseas stakeholders are met. Collaborate with OverOps to identify new projects and technical content that could be repurposed.

Efficiency

Find three things we can each stop doing so we can focus on doing the important things better! Identify content types that do not attract interest, eliminate redundancies and shift content update responsibilities to the most appropriate staff, which may or may not reside in the web unit.

With additional funding ...

The CRS online team are creative problem solvers and will continue to push forward designing and developing the most creative and innovative online solutions for CRS within the existing budgetary environment. Were additional resources to become available, the following would greatly enhance our ability to maximize our creative and innovative output.

Creative solutions

Add discretionary budget to work with outside web design and development agencies on specific high-profile projects on an annual basis. This would allow us to seek out industry leading creative solutions for the most high profile projects.

Strengthened ROI

Hire a well-respected firm to work with the web team and other online stakeholders to develop a web governance framework for CRS. Proper governance will improve the online teams ability to deliver the most creative and innovative solution for any given project. It will also provide a frame work within to prioritize what we are publishing online and deliver the best ROI.

Top-notch skills

Add a training budget for all web team members to attend one conference specific to their roles each year, so that they maintain top-notch skills with the latest technology and trends in design and coding.

Increased capacity

Additions to the web design and development team such as an additional user experience designer, an additional web designer/developer, a webmaster/server administrator and two web team account managers, would heighten the team's ability to focus on solutions, respond with agility and improve project efficiency. Concurrently, adding a seasoned web copywriter to the web editorial team would help the agency deliver online messages with a consistent, frequent copy flow. Lastly, a dedicated experienced web researcher would grow a body of CRS facts, figures and info, to help feed the process of online writing thorough lively, astute issues stories.