

Initial Email Template:

My name is Nicole Blakely and I will be your consultant for the virtual consulting engagement scheduled for April 2-4, 2019. The typical schedule is to meet from 9am-4pm on both days, but that can be adjusted if necessary.

During our consulting, we will:

Establish global navigation components

- Establish a top-level navigation to get priority information front and center for users
- Discuss essential content to determine graphic buttons Plan department content priorities

Plan department content priorities

- Determine whether content will have value on the new website
- Create a list of action items by taking a hands-on look through the website

Identify website modules to replace or integrate with applications

- Explore how to simplify current processes or add value to the website with new process with the tools/modules available in CivicEngage.

Who needs to participate:

- Any current content editors
- Decision makers on what goes on the website for each department

I would love to schedule a phone call with you for Monday, February 25, 2019 to discuss the consulting engagement. Please let me know your availability.

I look forward to working with you!

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What will we do?

Your consultant is there to help with terminology, trends, understanding your timeline and looking at your processes at a deeper level.

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How much time should we plan for?

- We typically start at 9 and end at 4 to give people time at their desks at the beginning and end of the day.
- At least one member of the Core Web Team should attend every meeting.
- Anyone who will be involved in making decisions about website content – from creation to posting – should attend the Stakeholder Presentation on Day 1.
- Departments will meet with the consultant for an hour in a typical meeting. If the department has lots of content or has a Header Package, they may need to meet for a longer period.

Who should attend?

- Core Web Team in charge of the project
- Stakeholders meeting(s): anyone who needs to know what is happening with the new website – timeline, available modules/tools, best practices, etc.
- Department meetings: Departments that have active content on the City/County website or departments that do not have a presence on the current website but will on the new one. In a typical 3-day consulting we can meet with 10 departments. The actual number is dependent on the number of departments with lots of content or need to make decisions regarding their Header Packages. Departments should send representatives that can make decisions regarding website content.
- Sometimes the City Manager, Mayor, Council, Steering Committee, or others will request a meeting, depending on how important the project is to them and the City
- Occasionally there will be outside groups that are part of the project for a variety of reasons

What does the schedule look like?

While your organization's schedule will be determined by your specific project's needs, a typical engagement contains the following.

Day 1

Meet with Core Web Team

- Confirm goals for project

- Web team's roles & responsibilities for project
- Identify current processes and potential changes
- Review content migration process
- Global navigation
- Graphic buttons
- Complete the Design Discovery Form (if not already submitted)

Meet with Stakeholders

- Identify project goals
- Complete Needs Assessment
- Review functionality and tools of the CivicEngage content management system
- Review roles & responsibilities
- Review project deadlines

Day 2

Department Meetings

- Review content
- Identify modules that may be of use for department
- Review questions from Content Team

Day 3

Additional Department Meetings

Core Team Wrap-up Meeting

- Consultant recommendations based on week's meetings
- Discuss training needs
- Discuss next steps