



## Client Services

Serving The UNCW Community



### **STUDENT WEB DEVELOPMENT TEAM**

#### **Project Needs Assessment**

*For project:* Department of Political Science

*Current URL:* <http://www.uncw.edu/pls>

*Primary contacts:* Patrick Gunn (620-0733), Katie Roper (x3220)

## Introduction

The Department of Political Science (PLS) in the College of Arts and Sciences would like to redesign its current Web site, including a specific area for the Masters in Public Administration (MPA) program, so as to better serve its audiences.

Senior Web Developer Patrick Gunn will serve as Graphic Designer and User Interface Designer for this project; Michel Fougères will be the project manager. The clients Roger Lowery, Jennifer Horan, and their team, will provide guidance, page content, site navigation architecture, and help to coordinate communication within the department.

## Overview

### **Audience**

The audience for the department Web site is composed of International Students as well as UNCW faculty, staff and students working on campus and in political sites around the country. The audience for the MPA section of the site includes professors as well as traditional students, alumni and local community businesses as the newly formed MPA program continues to recruit students and faculty, and increase community support.

### **Homepage**

The new PLS Web site must comply with the new Minimum Requirements for UNCW Web pages (<http://www.uncw.edu/admin/style.html>), recently approved by the Web Coordination Committee, including ADA compliance and proper UNCW Web logo use.

The PLS homepage and pages throughout the site will have a link to the MPA Web site which is to be housed in the PLS site. Although the PLS site is the central location for both PLS and MPA information, the MPA site will still function. Each site (PLS and MPA) will follow the same guidelines, while using certain impact methods to meet their intending audiences.

The homepage will contain a picture of the most recent graduates and faculty in the PLS department and will use the masthead found on the current PLS Web site (Political Science @UNCW). The homepage will also include a short blurb about PLS and must appeal to international students. The homepage will not require scrolling and will make all information easy to access.

The homepage will contain listings and links to current news and events below the graduate photo. This information will also be accessible via hierarchical “drop-down” menus.

## Navigation

The site navigation system will use the hierarchical “drop-down” menu system that stretches across horizontally and also includes ADA-compliant code for visitors using screen readers or browsers that are not JavaScript enabled, including handheld devices.

The site will employ a style sheet for consistent typeface, headers, and subheadings. “Writing for the Web” techniques will be promoted, which include narrow column widths, short paragraphs, and short sentences.

The client has proposed the following navigational outline:

1. About us
  - Greetings from the chair
  - Campus map
  - Contact information
  - Department mission
  - Faculty & staff
    - i. Directory
    - ii. Web sites
  - News and events
    - i. PLS annual reports
    - ii. PLS newsletters
  - PLS position announcements
2. Undergraduate programs
  - Academic expectations
  - FAQ
  - Courses
    - Descriptions
    - Schedules
    - Web-assisted & online course web sites
  - Degree requirements
    - PLS major
    - minors
  - Political Science
  - Asian Studies
  - International Affairs
  - Public Administration
  - Final exam schedule
  - Internships
  - Scholarships and awards
    - Financial scholarships
      - J. Rupert Bryan
      - Marla Rice-Evans
      - James E. L. Wade
      - University Bookstore
    - Awards
      - James C. Dixon
      - Departmental Honors
      - Departmental Service
      - Distinguished Alumni

- Student organizations
  - Great Decisions
  - International Affairs Association
  - Model UN Association
  - NC Student Legislature
  - Pi Sigma Alpha
  - Political Science Club
- UNCW Undergraduate Catalogue
- Why study political science?
- 3. Master of Public Administration
  - Admissions
  - Degree requirements
  - Courses
    - Descriptions
    - Schedules
    - Web-assisted & online course web sites
  - Concentrations
    - Coastal Management
    - Environmental Policy and Management
    - Public Policy Analysis and Management
    - Nonprofit Management
    - Customized Concentration
  - Faculty & staff
    - Directory
    - Web sites
  - FAQ
  - Final exam schedule
  - Internships
  - Job openings
  - News and events
  - Scholarships and awards
  - Student organizations
  - UNCW Graduate Catalogue
- 4. Alumni and friends
  - Alumni survey
  - Distinguished Alumni Award winners
  - Donations
  - Mailing list
  - News and events
    - PLS annual reports
    - PLS newsletters
  - UNCW Alumni Association
- 5. Survey Research Lab
  - Contact information
  - SRL mission
  - Recent surveys

#### 6. PLS web resources

- Career
- Governmental
  - Local
  - State
  - Federal
- Political
- Professional
  - American Political Science Association
  - American Association of Public Administration
  - Association for Research on Nonprofit Organizations and Voluntary Action
  - International Political Science Association
  - National Association of Schools of Public Administration
  - North Carolina Political Science Association
  - Southern Political Science Association
- Randall Library

### **‘Look and Feel’**

The new site will have a look-and-feel that fits with the new College of Arts & Sciences content management project. The pages will thereby resemble other recently-redesigned departments within the College and help to build consistency across the College’s overall Web presence. All pages of the new site will include the UNCW logo in the top left corner, as specified in the Minimum Requirements. The masthead used in the current PLS Web site (Political Science @ UNCW) will be used throughout the new site.

All pages will have a footer at the bottom to indicate who maintains the site along with an e-mail link to this person, as specified in the Minimum Requirements. The e-mail link will spell out the e-mail address of the maintainer so that visitors can print it out or copy-and-paste the link into their Web-based e-mail account.

The PLS site will serve as the primary tool for displaying and promoting the PLS and MPA programs. Therefore the look and feel must meet that need. In general, the look and feel of the site should be professional, “perkier” on the inside pages, and a bit “sterner” on the homepage. The PLS site must have international appeal. The MPA section should be more personal and friendly, but also sophisticated.

The client has expressed the desire to include as many graphics as possible throughout the site, while not losing the desired appeal and still meeting format requirements. The client has identified particular images that they would like to use throughout the site. The Senior Web Developer will work with the project manager to locate and implement the chosen photo materials. *The client will make efforts to choose photos and text that reflect UNCW’s efforts towards student, faculty and staff diversity when populating pages with content.*

### **Special Features**

The site will be tested for effectiveness in an effort to meet the needs of clients with dial-up connections. Tests will be based on the load speed of images and navigation.

The client has expressed the interest of the capability to thumbnail certain graphics for design purposes and to serve as visual links to content. Efforts by the Senior Web Developer will be made to offer this option. The client also would like to include separate sections for brochures to be viewed and/or printed.

The option of streaming video will be made available for use throughout the site. The client has expressed that the MPA site would probably rely on this feature more than the general PLS site as a value-added means of recruiting students to the MPA program.

## Maintenance

Ease of maintenance is important for the homepage and all other pages within the site because PLS staff will be responsible for maintaining the site content once the project is completed. The site will be created using Macromedia *Dreamweaver* software templates. Macromedia *Contribute* software will be used for maintenance. One copy of *Contribute* software will then be provided by the College of Arts & Sciences and Division of Information Technology Systems Client Services in order to maintain the template-based pages.

The designated PLS content manager can then take a Contribute workshop through Client Services (schedule available online at <http://www.uncw.edu/itsd/client/schedule.html>) and/or a customized training session by M. Fougères.

## Timeline

The design of the Web site will have five phases (approximate dates below):

### 1. *Preproduction – complete*

- Client Services conducts the Needs Assessment
- Client Services and client identify navigation system

### 2. *Alpha Release – through January 25*

- Client Services creates an initial design layout
- Client Services gets client feedback on this design
- Client Services incorporates feedback
- Client Services gets approval on final design from the client

### 3. *Beta Release – through February 4*

- Client Services and Senior Web Developer P. Gunn create a template-based HTML framework based off the approved design
- Client Services gets final feedback from the client
- P. Gunn makes final adjustments to the design

### 4. *Release Candidacy – through February 15*

- The client populates page content, with the help of Senior Web Developer if needed

### 5. *Launch – February 17*

- UNCW Webmaster makes site live
- Client Services conducts an evaluation

Project status can be tracked online at <http://www.uncw.edu/admin/projects.html>.

## Payment

Client Services will manage and pay the Senior Web Developer at an hourly rate based on rates outlined online at <http://www.uncw.edu/admin/swdt.html>.