ATOS MID-YEAR COMMITTEE/TASK FORCE/OFFICER ACTIVITY REPORT FORM (2016)

Name of Activity: ATOS Website Revitalization Project_____

Committee Chair/Officer Name: Richard Neidich_____

Date of Report: January 26, 2015_____

1. Actions completed since the 2015 Annual Meeting: (Please bullet actions completed.)
a. **Participated in analysis meetings to define approach to website revitalization**
b. **Assisted with Budget Request web conference**
c. **Accepted Project Lead tasking after initial leader became too busy**
d. **Developed Project Notional Schedule with critical milestones**
e. **Drafted two iterations of Project Plan to guide vendor selection**
f. **Coordinated with Interim Operations Manager regarding staff review needs**
g. **Drafted website homepage concepts and Website Functionality report concepts**
h. **Drafted ATOS Website Roles and Responsibilities document**

2. Actions begun but incomplete since the 2015 Annual Meeting: (Please bullet actions begun.)
a. **Drafting of new website menu design**
b. **Design of new home page content**
c. **Create new website page content drafts**

3. Goals to be reached by the 2016 Annual Meeting: (Please bullet goals.)
a. **Review of Project Plan with new Operations Manager and Staff**
b. **Staff coordination and review of tasking and schedule**
c. **Finalization of drafted project documentation**
d. **Formal vendor tasking**
e. **Initialization of a two phase development effort**

4. Amount budgeted for your committee:___$25,000_____
  Amount expended by your committee:_____$0.00_____

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)
a. **A formalized set of information collection "stringers" are needed to assist with website content drafting, since the website must contain more frequent updates for areas such as meeting event planning, technical issue solutions and vendor index information**
b. **Coordination with OU Archives website efforts are required to address and plan putting prior ATOS publication and other content on-line**
c. **A new Chapters section of the website should be design to provide a focused location for those needing assistance with chapter management and operations**

See additional comments at end of this report.

6. _Please provide a three-bullet summary of your committee/task force/officer activities since the 2015 Annual Meeting. These will be included in the minutes of the mid year meeting._

a. **Draft Project Plan, Roles and Responsibilities and Schedule have been prepared**
b. **Budget has been defined for effort**
c. **Implementation awaits new Operations Manager and staff coordination efforts.**

Additional comments regarding status of Website Project.

A. Background

ATOS Communications Committee's analysis of the ATOS Retreat communications issues indicated that the ATOS website provided significant potential to improving ATOS communications with existing members as well as potential new members. The Communications Committee has produced two specific reports focused on the potential of the website. The first (Website Functionality) was primarily focused on support to existing members while the second report (Marketing) recommended that the site can fulfill a significant marketing capability with respect to with an interest in theater organ events. The Committee's analysis indicated that two significant audiences need to have site capabilities design for each and have content suited to each type of site visitor.

As part of the design approach several criteria were utilized in building the implementation approach. These included:
1. Have the website hosted by a third-party hosting vendor with that vendor providing backup and maintenance update services
2. Utilize the WordPress site environment to allow for ease of support and use of existing functionalities.
3. Hire a website developer to create the initial site and perform any tailoring required to complete the membership portal capabilities.
4. Allow for multiple media types as required and economical to achieve the desire audience resources.

B. Next Steps

To initiate the creation of a new website and capabilities, Steve Worthington began an industry survey of potential vendors. Of the 12 contacted, 6 six responded with proposals on how to proceed. With that data, a budget request was formulated and in October 2015. In November, Steve Worthington began a new job assignment and found that he would not have sufficient time to lead the project.
In November, Richard Neidich was asked to assume project leadership of the website initiative.
As part of that transition, a set of documentation items were drafted to make clear the goals of the effort, how it would be implemented and the approach to be utilized by the vendors. Based upon software industry experiences and needs, a Project Plan drafting effort was initiated.

C. Overall Project Needs

During a review of progress thus far, it was felt by ATOS management that several critical items were needed to allow for the new website to fulfill its goals. In addition to functionality, the need for support protocols and operating procedures were needed so that vendor and staff personnel knew how the system was to be operated. For example, the current website contains an extensive number of content pages. Although a Content Manager was identified, a significant number of these pages had the potential to be authored by others. (Put another way, the extensiveness of ATOS activities lends itself to having multiple authors, with the Content Manager acting as the Editor-in-Chief.) Also, with the creation of the Operations Manager's position, it was felt that position would have some impact on the website operation. In summary, Goals and an Implementation Concept were created in a Project Plan. These goals and concepts include:

1. Goals for Project
    a. Dynamic Home Page/Contents
    b. Reorganization and Pruning of Existing Site Pages
    c. New and Expanded Functionality
    d. Decrease Dependency on Staff Skills to Maintain Site
2. Implementation Concept
    a. Assure Success using Established Practices
    b. Hybrid Methodology of prototyping and iterative design/development
    c. Design for a Fully Implemented Site
    d. Place Complex Functionality in Second Phase
    e. Leverage Existing Site Content
    f. Utilize Existing Practices When Possible, Develop New Processes to Achieve Goals
    g. Train Staff to Maintain All Content

D. Decision to Proceed

With the current search for a full time Operations Manager and the management role and support processes to be implemented with respect to website operations, it was felt that the new site's implementation should be held until that Operations Manager was available, allowing that individual to become an integral part of the implementation process. In the meantime, work is continuing on the refinement of the Project Plan and specific requirements are being drafted to support a rapid deployment of the new site.

E. Going Forward

Once an Operations Manager can join the Implementation Team, a review meeting will be held to finalize the plan's details and to define a final schedule. It is anticipated that the two phase process will take three to four months to create the initial phase one version. The second phase for the website's implementation is to include a membership portal could take an additional 3-5 months, including testing and deployment to the membership. This second phase effort will require careful design and interface analysis to assure we lose none or our tracking capabilities.