

Project Description: LEADER Initiative Website Update

Existing site: <https://leader.nextsteps.idaho.gov/>

The LEADER Initiative was launched at the 2018 *Age of Agility: The Governor's Conference on the Future of Work*. Idaho Health & Welfare, Idaho CTE, Idaho Commerce, Idaho Department of Labor, Idaho Vocational Rehabilitation, State Department of Education, Idaho Corrections, Idaho STEM Action Center, Idaho Public Television, and Idaho State Board of Education all serve as partners in this initiative. The vision of the LEADER Initiative is to assist Idaho's employers in creating and engaging in work-based learning opportunities.

With a small budget, limited resources, and a short timeline workforce development was able to create the existing site with the help of Idaho Digital Learning's portals. Most of the tiles currently lead to a point of contact at WDC or the associated partner agency, but lack meaningful content, or a pleasing user experience. There is a long survey associated with the project that has led to 53 employer responders, however many of them have been confused about their commitments.

In order to engage hundreds or thousands of employers we need to update this site. The site needs to be engaging, full of *how-to* content, and provide clear actions for employers. The opt-in item needs to be straight forward, quick, and item specific. We will separately pair the new site with a Customer Relationship System that will allow us to manage customer journeys even with our limited staff.

If updated this site will nestle into the future Next Steps site. This will give employers a true and actionable space on the site and allow for the most effective and comprehensive use of outreach efforts to promote them.

Budget: Up to \$33,000 Workforce Development Outreach Funds

Outcomes:

Entity responsible for tracking and reporting: Workforce Development Council

What is the potential for increasing the awareness of careers for Idahoans? High. If this site is nestled into the Next Steps site we will be able to build it into the overall outreach efforts for a maximum effect, as well as effectively included in presentations by partners, committee members, and interested parties throughout the state. Work-based learning opportunities provide incredibly meaningful experiences for people to discover careers. If we can encourage employers to engage in work-based learning we are ultimately enhancing our effectiveness.

What is the Anticipated Reach of the Project? Thousands of Idaho businesses.

What are the anticipated project outcomes? We would like to have 500 businesses engaged by July 1 2021.

What metrics and or reports will be delivered to the committee, We will provide updates regarding employer engagement regularly including engagement numbers and narrative evidence.

(please see scope of work)

Scope of Work Memo

TO	Caty Solace, Matt Thomsen
FROM	Kristie Danenhauer-Newnham
CC	Brick Kane, Ben Krokower, Casey Bender
RE	Scope of Work
PROJECT	LEADER Initiative website redesign

Project Purpose

The intent of the Idaho LEADER Initiative and website is to connect Idaho employers directly with information and opportunities around workplace learning. The [current Leader site](#) was produced by IDLA using their standard tile-based web design. In order to make this website a more functional tool for employers, we need to address the new site design through the lens of [this chart of opportunities](#). Understanding our target audience (employers) and how they interact with this material will be key to building out concise, curated user paths to drive conversions.

Currently, Idaho employers learn about the LEADER Initiative by attending a WDC event, with the Age of Agility event, held in October being the largest.

Current employer participation and growth goal:

- a. 50-60 employers currently participate
- b. Growth objective = 500 employers participating by the close of 2020

In order to achieve the proposed growth objective, WDC has begun to define their sales funnel and implement a CRM solution so that outreach to potential new participants is not a "one and done" effort but a continual, strategic and somewhat automated communications plan.

As explained by WDC, the current primary objection or obstacle to adoption by employers is the feeling that implementation is too time consuming and difficult. Our challenge with the website redesign is to present the opportunities/information in digestible pieces, allowing commitments at every stage rather than asking for an employer to "pledge" their commitment holistically.

Scope of Work

Phase One

- **Project Kick-off:**
 - The project will kick off with a joint meeting of S360 and key WDC team members. The purpose of this call is to align all team members

on the scope of work, process, timelines, expected outcomes and the review and refinement process.

- Prior to the discovery session S360 will audit the existing web content and print materials to get a clear understanding of what content can be repurposed and what content needs to be created from scratch.
- **Discovery:**
 - Following the kick-off call we will hold a joint discovery session to identify the core goals, needs and expectations for the new site. We will also want to talk more in depth about the audience (i.e. who are the current participants, where are they, what industries do they represent, how are they interacting with the program).
 - The S360 team will work independently to complete our discovery with digital research on other workplace learning websites.
- **Target Interviews:**
 - Upon completion of the discovery process, we may determine there is a need to interview target users. If that is the case, we would conduct up to 3 interviews with employers (subjects/contacts provided by WDC).
- **Audience Definition and User Pathways:**
 - Based on the discovery session and additional research, S360 and WDC will collaboratively define the target user audiences. S360 will then develop the user pathways to produce well-currated user experiences.

Phase One Deliverables: Presentation of key findings, audience definitions and recommendations for user pathways.

Phase Two

- **Information Architecture (Site Map and Wireframes):**
 - A proposed site schematic will be developed based on the information gleaned during the discovery work and audience profiling. The schematic will include the site navigation/homepage as well as secondary and tertiary pages.
 - The site map and wireframes will include two rounds of review and refinement before moving into the next phase.
- **Content Development:**
 - Based on the approved site map and wireframe, S360 will develop content blocks for each website section.
 - A keep/kill/revise list of content (from the existing website and materials) will be produced to guide the content management and development process.

- Includes two rounds of review and refinement.
- **Website Design:**
 - S360 will present a design concept that defines how identity elements will be utilized (color usage, typography usage, photo usage, etc.). The design concept will include the homepage and 1-2 additional content pages.
 - The initial concept may receive two rounds of review and refinements to establish an approved IA and visual concept that will inform the rest of the site.
 - Upon approval of the visual concept S360 will wireframe and design, as needed, up to 3 additional page templates - to be agreed upon by S360 and WDC. Once all designs are approved, we will move into the development phase.

Phase Two Deliverables: Approved site map and wireframes, content strategy and development, and website design.

Phase Three

- **Website Development:**
 - In the final phase we will build the site using the approved designs and standards-based technology. We'll build the front-end templates in HTML5, CSS, and use jQuery for simple behavior and effects like animations and form validation.
 - We will build the site on the WordPress platform—the same Content Management System (CMS) that Next Steps Idaho is currently built on. WordPress will offer the ability for all staff, even non-technical, to manage all content and data, post-launch.
 - The site interface will be developed to address the needs of multiple user types. Where the new LEADER site lives still needs to be clearly defined.
 - An important part of the website development process will be integration with:
 - Idaho LEADER Initiative's Salesforce (or 3rd party app) CRM system
 - Existing Tableau dashboards and reports
 - We have priced the project under the assumption that S360 will be responsible for developing lead capture forms that seamlessly integrate with the sales funnel of the Salesforce CRM that WDC is implementing. We have also included time to embed Tableau dashboards in the new website.

- **Testing:**

- The new site will be tested in a variety of browsers including Safari, Chrome, Firefox, and Internet Explorer 10. We'll also test the responsive design on iPhone and Android devices. We'll test the functionality of the site to ensure there are no errors or broken links and then provide it to you for review on a test server.
- After two rounds of review and client acceptance, the site will launch. Please see "Launch" below for details.

- **Launch**

- We will work with WDC to build a launch plan that minimizes downtime and disruption for the LEADER site. This may include a communications plan to minimize the impact of the migration and set clear expectations for users.
- Strategies 360 launches websites during the hours of 10AM MST and 4PM MST, Monday through Thursday. We will work with you to determine the best time to launch the new site.
- We will also analyze site usage and use site redirects to make sure that if a highly used page changes its URL, we are properly migrating traffic to the new location.
- For 30 days after launch, all bug fixes are handled at no additional charge.

- **Assumptions:**

- Based on our conversations, we are making some assumptions about this project that might impact process, timeline and costs:
 - Chief among these assumptions is that WDC is managing the evaluation and implementation of a new CRM system with which the new website will be interfacing. CTA's and lead forms for the new site will be based on the LEADER user funnel.
 - WDC will advise S360 of the selected CRM platform and any technical requirements or considerations we should consider prior to S360 beginning the wire frame and web design process.
 - It is the understanding of S360 that we are being asked to embed existing Tableau dashboards into the new website. Any additional work regarding connecting Tableau to the new CRM will be the responsibility of WDC or S360 will provide a separate estimate for this work.

- Costs for photography are not included. Images will need to be provided by WDC or stock images can be purchased and additional costs added to the final invoice.

Timeline:

- Estimated timeline for this project is 15-20 weeks following the project kick-off, dependent on review & refinement timing and CRM implementation.

Projected Cost: \$33,000*

*Client invoicing will take place at the conclusion of each phase.