LAUSDnet Migration Protocol

We recommend that each business area follow the steps below to identify the right migration plan to occur between now and February 1, 2014.

Goals & Objectives

Usability—not visual design—is what makes for an effective website. To determine what would make your website as useful as possible to your audiences, consider the following questions:

1. Who are our primary audiences?
2. Why do they come to our website?
3. What are they looking for when they visit?
4. For each audience, what are the top three things they are trying to do when they are here?

Legacy Website

A web migration is an opportunity to consider what you already do that is effective and what you would like to do better. Consider the following as you look at your existing pages:

1. What are elements of our current site that work really well and our audiences like?
2. What are things we would like to do on our website that we currently don't or can't do?
3. What are things on our website that are not so important to hold onto?

Analysis & Plan

The web services team can help you identify which apps (Centricity programs) you can use to fulfill your objectives. This is where the training and support comes in. Consider the following when mapping out your plan:

1. Who is the lead content manager for our business area? Which other staff members—if any—will be supporting that person?
2. What are our top priorities for making our site ready for public view by February 1, 2014?
3. What type of guidance and support to we need to be successful in fulfilling our objectives?