

Writer Up

Leslie Miller
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Project Scope

DATE: MARCH 4, 2010

TO:

Susan Lesovsky
Colorado Water Conservation Board
1313 Sherman St.
Denver, CO 80203
Phone: 303-866-3441 ext. 3221

FOR:

Re-writing of CWCB Web site:
www.cwcb.state.co.us

Project Description

The new CWCB Web site will create a fresh communication tool for the organization to reach out to its key constituents and raise the level of awareness and knowledge about CWCB. The new site enables a user-based experience, as opposed to being driven by internal organization/function. The current CWCB site has more than 300 pages, and the goal for the new site is to cut this number by half or more. As such, the site requires extensive content revisions, editing of existing information for optimum flow and readability, and some development of new content.

Specifically, the revision and re-writing of the CWCB Web site as provided by Leslie Miller will include:

- Input into new site map developed by CWCB and designated Web vendor.
- Kick-off meeting with Susan Lesovsky and others TBD.
- Content development meetings with Susan L., as well as subject matter experts (seven section chiefs and/or their designees; others TBD). Meetings will be scheduled as needed, but, at a minimum, a kick-off meeting and revision meeting will be planned with each section chief/group.
- Ongoing meetings with Susan L. and other stakeholders to discuss progress of content development.
- Revision/re-writing/editing of existing pages to match format of new site, as well as to shorten/streamline information currently included on the site. The current site has 300+ pages, and one objective for the new site is to cut this content in half or more.
- Creation of new landing pages and transition pages where necessary (as in the case of the IBCC site being integrated into the new CWCB site).
- Delivery of content drafts. Revisions to drafts based on input from Susan L., subject matter experts, others. The planned revision process would include:
 1. Leslie provides first draft to Susan/subject matter experts (SMEs)
 2. Susan/SMEs send Leslie revisions/edits to first draft (these changes could include major changes to tone/direction of content/etc.)
 3. Leslie provides second, semi-final draft to Susan/SMEs (as needed – if the majority of edits from the SMEs are simple line edits/text changes, SMEs will not review copy again)
 4. Susan/SMEs (if needed) send Leslie final revisions (this would include changes based on usability testing, if applicable; these changes are anticipated to be smaller edits, not re-writing of whole passages of content)
 5. Leslie provides final, Web-ready content to Susan/CWCB Web vendor

Project Duration

January 4 – June 30, 2010

Project Cost

\$15,000