

WEBSITE PROJECT - WORK BREAKDOWN STRUCTURE

ACTIVITY	Responsible
Project Management	
PROJECT INITIATION	Project Manager
Develop Initiation document (charter)	
PROJECT PLANNING	Project Manager
Develop Scope Plan / Work Breakdown Structure (WBS)	
Develop Cost Plan / budget	
Develop Schedule	
PROJECT EXECUTION	Project Manager
Step 1	
Step 2	
etc.	
MONITOR & CONTROL	Project Manager
Step 1	
Step 2	
CLOSE OUT	Project Manager
Step 1	
Step 2	
Replace Existing Website	
DETERMINE NEEDS FOR NEW WEBSITE	
Compile research on different website functions	Volunteer
Coordinate brainstorming meeting	Volunteer
Develop list of needs based on research/mtg	Volunteer/Jane
CONTRACT WEB DEVELOPER/GRAPHIC DESIGNER	
Collect quotes / samples of work	Volunteer
Coordinate contracts	Project Mgr/Jane
COORDINATE WEBSITE DESIGN & LAYOUT	
Coordinate with developer re: sitemapping (l.e. mock-up of website structure)	Project Mgr/Jane

Coordinate with graphic designer re: visual interface	Project Mgr/Jane
Replace Existing Website, cont'd	Responsible
DEVELOP WEBSITE CONTENT	
Compile website copy	Volunteer/Jane
Complie photos and images	Volunteer/Jane
TEST WEBSITE FUNCTIONALITY	
Ensure functionality of all links and interactive features	Volunteer
Coordinate a typical user to test for user-friendliness	Volunteer/Jane
COORDINATE TRAINING	
Coordinate with developer re: training for website maintenance	Volunteer/Jane
Develop a 'how-to' manual	Volunteer
Promote New Website	
PRINTED MATERIAL	
Place an ad in a key poetry journal	Jane
Print up a leaflet and distribute at libraries and local arts events and organizations	Volunteer/Jane
ONLINE	
Post on Facebook, Linked in, Twitter	Volunteer
Research blog forums, free listings, etc. and post	Volunteer