



USC DORNSIFE OFFICE OF CREATIVE CONTENT WEBSITE PROJECT UPDATE

Website Project Hub: dornsife.usc.edu/website-project

Contact: webproject@dornsife.usc.edu

Dear USC Dornsife faculty and staff,

We would like to update you on the progress of the USC Dornsife website redesign project and let you know about the important next steps for the project and our community. The new website is slated to launch Jan. 2023.

A site designed with the user in mind

As the virtual front door for the College, our website is a critical communication tool that has not undergone a comprehensive upgrade in more than a decade.

Our new website will vastly improve the experience for all visitors, whether they are a prospective student or a long-time member of the faculty or staff.

Here are a few of the exciting changes you can expect:

- A **contemporary design** that's **easier to navigate**
- Adoption of **WordPress** for our content management system (CMS), which will be more secure, easier to operate and more flexible than our current CMS
- Design that meets **ADA accessibility standards**, a federal requirement that websites are designed to be accessible for people with disabilities
- **Improved search functionality** within our site and enhanced ability for Google searches to find our content
- A library of website templates and tools that will allow web administrators to easily **customize their sites** consistent with the USC Dornsife website design structure and brand guidelines

What we've done so far

Since the website project relaunched last fall, we have made significant progress. Here are a few highlights of what has been accomplished to-date and what is underway.

- **Conducted interviews** with numerous USC Dornsife faculty, staff, students and alumni to solicit input that is informing the development of the new website and brand guidelines
- **Reviewed thousands of webpages** on our site, updating pages and deactivating outdated pages with input from website administrators throughout the College
- Working closely with faculty, staff and other stakeholders across the College, our design firm has **developed a website strategy, a site map, and initial wireframes — the blueprint for the structure of the site**

Looking ahead

With such a large-scale project, **we still have much work ahead of us**. Over the next several months, we will need to work together to complete a number of actions that require close collaboration between our website project team and stakeholders throughout the College to:

- **Audit current sites** to remove outdated/unused pages
- **Move content** from the existing site to the new site
- **Update and improve unit homepages** with writers from the Creative Content team

Members of our team have already been in contact with a number of units. If you have not heard from us yet, we will be reaching out to your department, center, institute or office to share next steps and help you prepare for migration to the new site.

Resource hub

We will provide numerous resources to all of our collaborators on this project including ample training, toolkits and more.

- Visit and bookmark dornsife.usc.edu/website-project, which is a hub of information and resources for the website project. Additional resources will continue to be added.

Thank you

We would like to thank the numerous staff and faculty members who have had a hand in this project so far, and the countless members of our community who will be crucial collaborators going forward.

We're also grateful to the team that is working diligently to make this project a success:

- Michelle Boston, Content Lead
- Susan Chang, Technical Lead

- Juli Nguyen, Project Manager
- Darrin Joy, Editor

We also extend our thanks to Lance Ignon, who spearheaded this project and handed it off to us with many of the crucial foundational steps completed.

Questions, comments?

We will continue to keep you up to date as the project progresses. In the meantime, you can reach out to our team with any questions at webproject@dornsife.usc.edu or view our list of **frequently asked questions** at dornsife.usc.edu/website-project.

Regards,

Stephen Koenig
Senior Associate Dean for Creative Content

Jim Key
Senior Director of Marketing and Media Relations



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