



Fermilab Project Proposal

Project Title: Fermilab Web Modernization Project Phase 1 – Pilot Proposal

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OVERVIEW

As one of the earliest adopters of the World Wide Web, Fermilab began its Internet presence with only a handful of pages. Since launching the official website in 1994, the laboratory's web presence has grown to include hundreds of pages, all of which are maintained and governed separately. Although efforts have been made to provide guidance and standards for new web pages, Fermilab's web pages still vary widely in the levels of information, site architecture and aesthetics.

The Fermilab Web Modernization project will enable the laboratory to have a consistently branded online presence. Having professionally branded and clear, well-organized websites is of critical importance at this moment when Fermilab must clearly communicate its mission and vision during a time of program transition and changing political landscape.

This new effort will ensure that Fermilab's websites, particularly those external-facing pages, have a clean and consistent appearance and user experience. The project will also establish central organizational standards and governance and provide easy-to-use templates, practices and guidelines.

This project is the next step towards better understanding of the details of the modernizing the Web at Fermilab. It follows on to and benefits from the outcomes of the Web Content Management Pilot (Summer) project, which submitted its final report at the end of September 2104.

The full Fermilab Web Modernization Project will include several phases as well as the delivery of a web strategy as a component of the upcoming Lab Communications Strategy plan.

This first phase of the Fermilab Web Modernization project consists of two parallel and coordinated "pilots," one a revamp of the Fermilab Directorate website and the other an extension of the Fermilab Test Beam Facility (FTBF) websites. For both of these projects, it is anticipated that more than one Web content management technology may be appropriate. This is based on the requirements as well as the categorizations of websites and results of the web content management survey completed by the

foregoing Web Content Management Summer Pilot. Each pilot will include some revision of the existing content – the extent of which will be based on effort available and priorities.

BENEFITS AND ALIGNMENT WITH LAB STRATEGIC GOALS:

- 1) **Is this project necessary in order for the lab to comply with laws, regulations or DOE orders, or to complete a corrective action plan? (Y/N). If yes, explain why and give the milestones that must be met.**

No.

- 2) **Will this project help the lab to meet contract commitments or other performance objectives? (Y/N). If yes, explain which and on what timescale the results of this project will have an effect on contract or performance objectives.**

No.

- 3) **Is this project necessary in order to sustain current operations? (Y/N). If yes, explain why and how.**

No

- 4) **Will this project help the lab to operate more efficiently and effectively? (Y/N). If yes:**

- a. **If this project will save money for the laboratory, explain how, and over what time period, the cost savings or cost avoidance will be realized.**

Yes. Consistent, well-formed websites will help staff and users be better able to find the information they need and do their work; it will reduce overlapping effort in designing sites and investigating Web technologies. In addition, it will put a positive face on the Fermilab web presence in the eyes of funding agencies and the general public, which will in turn build confidence in the laboratory by these groups.

- b. **Will this project have positive impact on a part of the lab population by providing for a more modern or efficient information system to support their work? If so, explain what type of work will be carried out more efficiently as a result of this project and who will be affected, and attempt to quantify the time savings and benefits that might be achieved.**

Yes. Many staff members have demonstrated a desire to have a standard template to follow and a technology that allows them to do their work efficiently without having to build or design a website. Providing staff and users with a modern web technology or technologies that are easy to use and that satisfy their content and security needs, we believe, will be welcome. Again, this will enable people to focus on their work without spending time designing or investigating.

- 5) Will this project help the lab to build facilities and experiments for the future? (Y/N). If yes:
- If this project directly contributes to the efficient and effective construction of facilities or components, explain how.

No

- If this project will improve or support the lab's ability to manage and oversee construction of facilities or components, explain how.

Yes. Efficient web technologies should support any project including managing construction activities, facilities or components. Depending on the needs of these activities, a modern website might be able to provide functionality such as workflows, access restrictions, image/video hosting, etc.

- 6) Will this project bring positive attention/recognition to the laboratory? (Y/N). If yes, explain how.

Yes. Websites are one of the primary marketing tools of any organization. This project aims to portray Fermilab to an outside audience in a professional and consistent manner.

- 7) Is there a compelling management interest in pursuing this project that is not captured above (e.g., employee satisfaction/morale)? (Y/N). If yes, explain .

No.

COST ESTIMATE

Initial Planning Estimate:

Project Aspect	Range
Cost Range	Low: \$100-250K
Level of Effort	Low: 1-2 FTE-yrs
Duration	Moderate: 6-9 mos.
Technical Difficulty	Low: Minimal technical issues

Detailed Cost Estimate:

We base our cost estimate on the experience gained from the Web Content Management Summer Pilot and discussions of the scope of each Phase 1 implementation pilot with the 2 project sponsors/stakeholders. The understanding is that these 2 projects will proceed in parallel and independently, coordinated through a common Steering Group whose members will include representatives from the Office of Communications, the Directorate and Computing.

The Recurring Costs represent the estimated ongoing maintenance costs for the service once the project is completed.

Category	Implementation Cost Estimate	Annual Recurring Cost Estimate
Effort (FTE-yrs)	0.85	0.1
M&S (\$K)	\$75K	\$2K
Contingency (\$K)		
Total (\$K)	\$245K (=0.85*\$200K+\$75K)	\$22K (=0.1*\$200K+\$2K)

Role	Name	Allocation	Months	FTE-yr
Project Sponsors	Tim Meyer/Rob Roser			
Fermilab Web Modernization Project Phase I Pilot Coordinators	Ruth Pordes/Kathleen Yurkewicz	5%	7.5	0.03
Fermilab Web Modernization Project Phase I Pilot Technical Leads				
Directorate	Maura Barone	50%	7.5	0.3
FTBF	Katherine Lato	50%	7.5	0.3
Project Manager/Business Analyst	Steve Jones	10%	7.5	0.06
Web Designer (through Consultant M&S)	TBD	25%	7.5	0.16
Web Developer(s) (through Consultant M&S)	TBD	25%	7.5	0.16
Security Consultant	Irwin Gaines	5%	7.5	0.03
Development of operational – usability, testing, content revision, maintainance, oversight, organizational practices, training. (maybe across multiple people)	TBD	30%	4.0	0.1
Total FTE Years (including Consultants):				1.1

The Steering Committee includes the Project Sponsors, representatives from the Office of Communication – Leah Hesla and Kurt Riesselman, Communications Group in the Office of the Chief Information Officer – Marcia Teckenbrock, and Enterprise Architecture.

Supporting Cost Information:

ESTIMATED DURATION

It is estimated that this project will take 6 to 9 months to complete; we have used an estimate of 7.5 months.

SCHEDULE CONSTRAINTS

Availability of web designer and developers

KEY STAKEHOLDERS

Office of the Directorate

Test Beam Facility

IMPACT AND BUSINESS PROCESS CHANGES

Redesign of web sites is unlikely to require business process changes and at most may require very minor changes to business process flows. Maintenance of web sites/pages will require administrative- and content-management-level knowledge of the technologies used. Such training will be made accessible for the technologies used. Maintenance will also require ongoing oversight and auditing of content for correctness, completeness and usability.

NEW / EXISTING SERVICE

Redesign of sites eliminates the need for HTML support services from the end user. Future support of these web sites/pages will require support of the technologies used.

SIMILAR SYSTEMS

The technologies to be used will be decided for each project independently with the advice and oversight of the Security Consultant, the labs EA activity and the sponsors.

RISK ASSESSMENT

Risk Assessment (High/Medium/Low): Medium

Security Risk: Medium

Future Support: Medium

Supporting Information:

If the revised web sites fail, the fall back would be a rapid switch back to the existing technology, which mitigates the risk of deploying newly designed web pages.

OTHER INFORMATION – *Provide any other information that will help in understanding and evaluating this project, such as anticipated benefits, etc.*