

Project Startup Report

Presented to the IT Committee January 2013

Project Name: Website Migration

Agency: Department of Commerce

Business Unit/Program Area: Commerce and Tourism

Project Sponsor: Sandra McMerty and Sara Otte Coleman

Project Manager: Sarah Lee

Project Description

The North Dakota Department of Commerce (Commerce) manages multiple websites across its divisions. The main sites of the agency (NDCommerce.com, NDTourism.com, NDCommunityServices.com, NDBusiness.com, NDWorkforce.com, and ExperienceND.com) were last reviewed and built over a period of five to seven years ago. To maintain both progressive and friendly web structures, Commerce will redesign its main websites, along with backend feeder sites, to better meet advancements that have been made in technology since 2006. These efforts will help Commerce address two critical issues: 1) move all sites from Active Server Pages (.asp) to new languages to better integrate with internal data management, and 2) allow Commerce to have a progressive online presence that will better support its mission to attract, retain, and expand wealth in North Dakota.

Business Needs and Problems

Commerce has three business problems that drive the need for this project:

1. Current technology is outdated and the online presence does not adequately meet the needs of Commerce's individual audiences 15.5049.03000appendix
2. .asp script language does not allow for optimal integration with internal systems
3. Maintenance processes are cumbersome

Key Metrics

Project Start Date	Project End Date	Original Baseline Budget
Commerce 9/24/12 Tourism 1/02/13	Commerce 10/28/13 Tourism 4/19/13	\$512,780

Objectives

Project Objectives	Measurement Description
1.1. Websites are compatible with new technology	1.1.1. Websites display and operate appropriately on mobile devices
1.1. Websites are compatible with new technology	1.1.2. Social media elements are incorporated into the websites as appropriate
1.2. Improve search capabilities on websites	1.2.1. Certain pages/posts can be tagged to return on a search
2.1. Improve integration between databases and current user interface	2.1.1. Existing system (DataMine) is no longer used by the end of the project
3.1. Improve administrative usability on the websites	3.1.1. Less steps required to upload and place video
3.1. Improve administrative usability on the websites	3.1.2. Ability for visual content editing

Cost/Benefit Analysis

Anticipated benefits for the cost of the project will be:

- Better functionality of sites with more progressive structure, resulting in a more user-friendly, technology-forward approach experience

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- Users will receive higher-value search results
- Updated technology will allow better integration with databases
- Maintenance of the website content will be easier, with content appearance more predictable

Key Constraints or Risks

Risk of Performing the Project:

With the speed of changing technology, advancements could impact the project scope

Impact: Project timeline and budgets could be increased

Response: Commerce will set priorities based on expected outcomes

Risk of Not Performing the Project:

Risk: Decreased ability to accomplish Commerce's mission

Impact: Decreased visitor spending, fewer business relocation/expansions, fewer positive media stories, decreased ability to attract workforce, decreased reputation as a progressive state

Response: Outsource necessary websites



Website Migration Project Startup Report – Department of Commerce

Presented to Legislative Information Technology Committee
(LITC)

by Sara Otte Coleman and Sandy McMerty
December 10, 2013

Cost Breakdown

Budget Type	Original Budget	Current Baseline	Actual Cost
Project management	\$15,480	\$15,480	\$9799
Commerce vendor services/products	\$87,825	\$87,825	\$87,824
Commerce data center services	\$0	\$23,250	\$19,583
CRM vendor services	\$75,000	\$75,000	\$75,000
CRM vendor travel	\$1800	\$1800	\$2133
Tourism vendor services/products	\$295,500	\$295,500	\$293,900
Commerce risk	\$12,175	\$12,175	\$0
Tourism risk	\$25,000	\$25,000	\$1366
Project Budget	\$512,780	\$536,030	\$489,605
Management Reserve	\$0	\$0	\$0
Total Budget	\$512,780	\$536,030	\$489,605

Websites

- NDtourism.com
- NDCommerce.com
- NDBusiness.com
- NDCommunityServices.com
- ExperienceND.com
- NDWorkforce.com

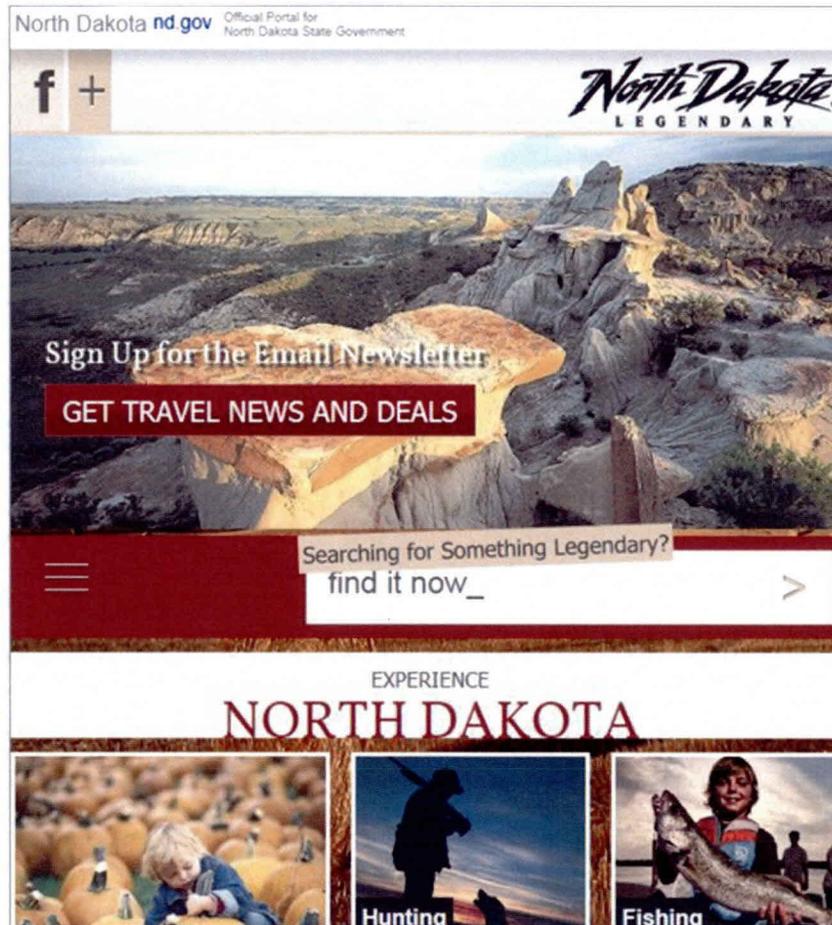
Website Traffic

- Cumulative traffic of the 6 sites (2012): 709,907
- Traffic to the sites predominantly first-time (unique) visitors
 - NDWorkforce.com – 85% unique visits
 - NDtourism.com – 83% unique visits
 - NDBusiness.com – 75% unique visits
 - Experience ND.com – 70.5% unique visits
- NDtourism.com receives largest amount of traffic: 511,464

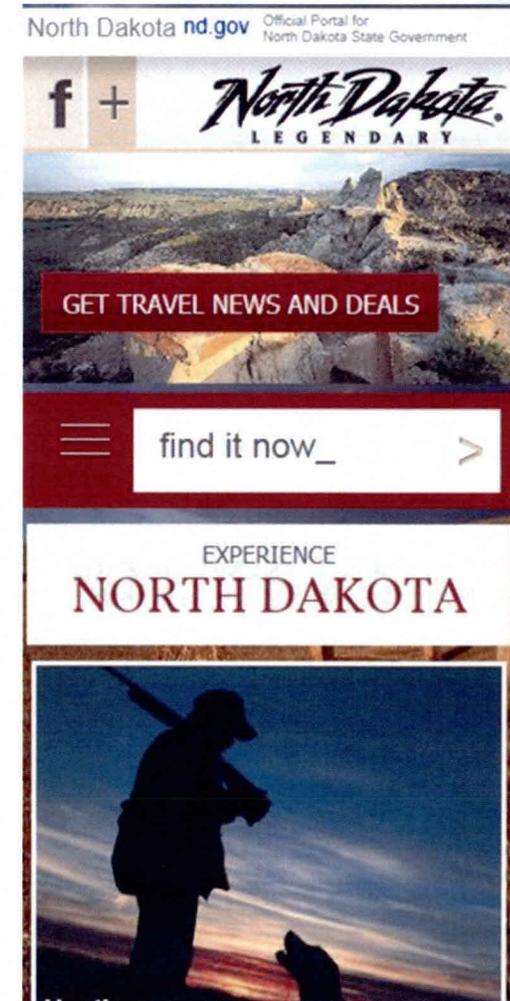
Project Objectives

- 1.1 – Websites are compatible with new technology
 - Responsively designed
 - Social media integration

Social media integrated at multiple points



Tablet view



Mobile phone view

Project Objectives

- 1.2 – Improve search capabilities
 - More refined results being returned in addition to options for commonly misspelled words

North Dakota nd.gov Official Portal for North Dakota State Government

f t p YouTube + [enews sign-up](#) [gift shop](#) | [industry](#) | [media](#) | [international](#) | [groups](#)

North Dakota
LEGENDARY

find it now_ >

[Things to Do](#) [Places to Stay](#) [Cities & Regions](#) [Maps & Guides](#) [Events](#) [Deals](#)

Search

Your search keywords: Did you mean [hostfest](#)

Your search returned no results.
Please try another term or verify your current spelling and try again.

- [See Things To Do](#)
- [Find a Place To Stay](#)
- [Access Our Maps](#)
- [Search Our Events](#)
- [Find Travel Deals](#)

[Order the 2013 Travel Guide](#)

Project Objectives

- 2.1 – Improve integration between databases and current user interface (MS Dynamics CRM)
 - This project not only effected consumer-facing websites but also site data engines and its integration with Commerce databases

Red River Zoo

MAIN PRODUCTS TAGS TIMELINE COLLECTIONS

BUSINESS INFORMATION

Click edit to update your core business information.

Physical Address

4255 23rd Ave. S.
Fargo, ND 58104

Your listing is published under:

Fargo (Cass County)

Directions

Information not supplied.

Mailing Address

4255 23st Ave. S.
Fargo, ND 58104

Phones

(701) 277-9240 (Local)
(701) 277-9238 (Fax)

Emails

thezoo@redriverzoo.org (Business Email)

Websites

<http://www.redriverzoo.org> (Business Website)

Hours

No hours chosen.

Additional Hours Detail

April-November Day, daily 10 a.m.-7 p.m.; November-April, Weekends 10 a.m.-5 p.m. (permitting)

Latitude: 46.844049
Longitude: -96.856728



A database listing as entered by the Red River Zoo and shown on NDtourism.com

Company
Red River Zoo

Owner
Tourism, General

Migration Key

Tourism Partner Access

Tourism Company Name	Red River Zoo	Tourism Phone	701-277-9240
Tourism Physical Address 1	4255 23rd Ave S	Tourism Toll Free Phone	
Tourism Physical Address 2		Tourism Email	
Tourism Physical City	Fargo	Tourism Website	http://www.redriverzoo.org
Tourism Physical County	Cass	Tourism Geographic Region	Southeast
Tourism Physical State	ND	Tourism GPS Latitude	46.84405
Tourism Physical Zip	58104	Tourism GPS Longitude	-96.85673
Tourism Mailing Address 1	4255 23st Ave S	Tourism Listing ID	
Tourism Mailing Address 2			
Tourism Mailing City	Fargo		
Tourism Mailing State	ND		
Tourism Mailing Zip	58104		

Name	Category
<input type="checkbox"/> Family Fun	Attractions & Ac...

1 - 1 of 1 (0 selected) H Page 1

The business listing for the Red River Zoo as it automatically flows into Commerce's CRM database.

edit

Project Objectives

- 3.1 – Improve administrative usability on the websites
 - Numerous management processes have been improved including ability to upload videos, edit pages and incorporate more partner-submitted content

Each page has editor functionality built into it



In Summary

- NDtourism.com went live in May 2013
 - Site recently won a 2013 Mobile-WebAward for Outstanding Mobile Website, presented by the Web Marketing Association
 - Site traffic doing well since launch



In Summary

- Commerce site builds (5 total) are complete
 - Sites are currently being moved over to ITD Development environment.
 - Final edits and content population in process.
 - Launches planned for 1st quarter 2014.
- In Process – Datacenter – ED&F custom component
 - Should complete by Dec. 31 project close. LDAP connectivity issues pushed this component build back a couple of months.
- Final Close-Out – Early 2014