WEB SERVICES 2022/23 PLAN

University Goals

Carleton's Strategic Integrated Plan - Aspiration Statement
We will pursue, mobilize and share knowledge in a reciprocal and responsible way.
We will embed community engagement and partnership in our actions and culture.
We will work to enhance the wellness of our people and our communities, and to play a leadership role in the wellness of our country and planet.

Finance and Admin – Vision, Mission, Values

Vision: People Focused. Excellence Driven. Working collaboratively, embracing new technologies and innovative ways of operating, we will provide best-in-class service to the Carleton Community

Mission: We contribute to Carleton's academic mission of teaching, research, and community service by providing professional services that are effective, efficient, and timely.

Values: Innovation, Service Excellence, Continuous Improvement, Inclusive Decision-making, Employee Engagement, Accountability, Providing a safe, healthy & sustainable environment

Digital Strategy

Guiding principles:

User Focused: Implement interoperable platforms that provide cohesive end-to-end user experiences; Streamline operations by reducing duplicated functionality, automating the transactional and realizing process efficiencies; Offer the training, resources, and support that meets our community needs.

Inclusive: Adopt strategies for mitigating barriers to access; Develop a university-wide approach to digital accessibility; Establish an ongoing system to review process to collect feedback on system use

Collaborative: Foster and enable meaningful collaboration through online platforms; Launch internal communities of practice and networks of expertise focused on including technology; Adopt open access in policy and in practice

Responsible: Implement and maintain industry standard security practices; Support sustainable practices where we can; Clear about data collection

Agile: Transparent IT governance; Proactively build for the future, strategically considering technology, process and people; Foster digital innovation

1. Products and Services

1.1 We will establish positive relationships with key stakeholders to develop digital products that support the university's goals.

Initiative	Goal	Deliverables	Lead
Raven Design System (RDS)	Get RDS to a point where it is seamlessly being used on all of our projects and other developers can use and contribute.	• Create design and approval process • Move to tailwind css • Complete a design review • Develop documentation • identify and create new components • Conduct an accessibility review	Troy
cuMobile	Support the development and launch of the new mobile app	• Conduct QA tasks as needed • Devs to attend monthly knowledge transfer sessions	Yemi
cuTheme Phase 1	Launch an accessible headless theme that is easy to maintain and takes advantage of the latest WordPress (WP) features.	• Create plan and communicate milestones • Server architecture and requirements • Refactor blocks • Research and integrate new WP features • Explore new WP features - reusable blocks, patterns	Troy
Researcher Profiles Phase 1	Launch a website that displays all researcher profiles and an area in the intranet where researchers can update their profile.	• Create plan and communicate milestones • Create new researcher profile website • Develop section in Intranet for researchers to update profiles • Launch researchers profiles website	Niranjith
Intranet Phase 1	Launch the first phase of the new staff/faculty intranet.	• Create plan and communicate milestones • Update design • Move top 5 to campaign monitor • Conduct a security review • Launch	Niranjith
Events Calendar Phase 1	Launch phase 1 of the new events calendar.	• Create plan • Update design using Tailwind UI • Complete server architecture and requirement document • Complete development • Launch	Mike
Carleton Homepage	Modernize the homepage so that it is easy to update.	• Move into new stack • Define update process • Integrate automated/testable releases • Create documentation	Mike

Support the move to GA4 and GTM	Support DUC in the move over to GA4 and Google Tag Manager	• Work with DUC/the agency to ensure a smooth transition to GA4	MK

Planning for:
• Future Funder
• Phonebook
• Campus Map

1.2 We will support all developers on campus by creating an engaged and creative network centered around the Raven Design System (RDS).

Initiative	Goal	Deliverables	Lead
Allow for external developers to contribute to and use RDS	Collaborate with student services, and other developers on campus to have a shared stack	• A dedicated area/time for contributing developers to communicate and collaborate • Student Services developers set up and contributing to RDS • Build static version of RDS • Define feature request and collaboration process	Mike
External RDS website	Launch a website for developers to work with RDS.	• Research other design system websites • Include a getting started, components, contribute and release notes section • Include feature request section	Troy

2. Client Support

2.1 We will engage the community and provide amazing support to our clients through training, tutorials, workshops, and events.

Initiative	Goal	Deliverables	Lead
cuTheme comms	Engage and inform the community of what is happening around cuTheme.	• Communication to community about ending the pilot and plans to launch in April • Communication to current cuTheme users of how this will impact them • Communications plan for cuTheme launch • Rollout of communications plan	Chris
Refine cuTheme migration plan	Develop a plan on how we will roll cuTheme out to clients.	• Review list of websites and update as needed • Plan out phases of rollout • Document steps in migration plan from start to end • Include content accessibility review	Char

cuTheme drop in sessions	Host drop in sessions where clients can be engaged around all things cuTheme.	• Create session plan • Create schedule • Plan out sessions	Char
Coffee Break with Web Services	Bring the community together and provide updates on our products and services.	• Plan out dates • Book room, food, etc • Plan out session ifno	Char
Publicize our roadmap	Inform the community of our plans for the next year and update it regularly.	• Research options and select best method • Post roadmap on Web Services website • Update monthly with changes, minutes and release notes	Chris
New training and workshop offerings	Launch new training and workshops that are available on our website and as well as through Campaign Monitor.	• Plan for training and workshops including schedule • Rollout of the plan (may include topics such as cuTheme, accessibility, content creation, website renewal, SEO, G4, writing for the web, online documentation best practices, creating awesome internal documentation, great newsletters, event calendar how-tos)	Char
Refine cuTheme training	Work closely with cuTheme dev team to update cuTheme docs and training based on new developments.	• Add updating documentation to each change that occurs where needed • Update and refine documentation	Char
Systemize feature requests and feedback	Systematize feature requests, bugs, client feedback and keep track of common requests.	• Report on potential solutions • Plan for making this happen • Make it happen	Andrew
WS Comms and Social Strategy	Create and implement a communications plan for Web Services which includes Social.	• Create plan • Initiate plan • Evaluate plan	Chris
Web Services Website	Review and revamp the Web Services website to have it reflect our current service offerings, showcase the project roadmap, and make it easy for clients to perform key tasks.	• Research other web services websites to get ideas • New navigation plan • Install cuTheme website • Review and rewrite content as needed • Post new articles as per the communications plan	Andrew
ITS Website	Launch the newly updated ITS website .	• Map out changes that will need to be made for a spring launch • Make necessary changes • Work with subsite owners to migrate their websites • Migrate subsite websites prior to move	Chris

Initiative		Goal	Deliverables	Lead
Google Analytics 4 comms		Inform our community of the changes they can expect to see with GA4.	• communications plan • Rollout communications plan	Chris

Planning for:
• ITS Help Centre

2.2 We will be leaders in digital accessibility by implementing best practices and educating Carleton content creators.

Initiative	Goal	Deliverables	Lead
RDS accessibility review	Ensure RDS meets accessibility standards.	• Create plan to review • Perform accessibly review • Create a list of items in the backlog to work through	Mike
Promote training to staff and faculty	Promote our new accessibility training and workshops to key groups that support professional services and faculty.	• Issue communications and training to HR, TLS and Faculty Affairs	Andrew
Support the accessibility website	Support the launch of phase 2 of carleton.ca/accessibility.	• Help coordinate user testing • Analyzing the results from user testing • Design navigation based on UT	Andrew
Plan to audit non-ITS managed websites	Create a plan to audit and report back on key non-its managed websites.	• Create list of top non-its websites that must be compliant with AODA • Scan websites and report back to owners	Andrew
Revisit digital accessibility policy	Revisit the digital accessibility policy with the intention to direct non-compliant websites to our services.	• Review policy • Determine next steps	MK

Planning for:
• Access to more inclusive photography representing a variety of disabilities

3.0 The Way We Work

3.1 We will work seamlessly in an updated environment with modern tooling that helps streamline our work and support our development cycles.

Initiative	Goal	Deliverables	Lead
Web Governance	Provide collaborative centralized governance for the ongoing development, deployment, delivery and maintenance of Carleton's digital image.	• Form a committee led by WS, OVPSE and DUC with representation from all areas on campus • Create governance document • Publish governance standards to WS website	MK

Refine the release process	Review and improve our release process.	• Review deployment process - current state/future state • Write release documentation • Provide release notes to comms/client people for publication to community	Niranjith
CI / CD	Implement CICD.	• Create plan • Address security issues • Implement CI/CD	Niranjith
Include comms people in QA	Implement a formalized QA process.	• Plan for implementing QA on cuTheme • Bring QA into sprints • Do QA	Troy

Planning for:
• Alternative payment gateways / services

3.2 We will foster an environment of continuous improvement through agile methodologies, training and development, and openness to new technologies and ways of doing things.

Initiative	Goal	Deliverables	Lead
Create learning and development plans	Create a centralized list of learning resources for each key project.	• Leads to create list of resources required to support each project • Individuals create their own plans with goals, resources, and timing indicated	MK
Attend conferences	Attend both high ed and tech conferences to broaden knowledge and share what we are working on.	• Develop a list of potential conferences • Each team member to propose attendance at a conference of choice	MK
Maintain our own internal docs	Update and have a plan to maintain the comms/client internal docs.	• Plan to maintain client internal docs • Monthly document review • Determine missing elements • Update docs	Andrew
Better developer docs	Update and have a plan to maintain the comms/client internal docs.	• Plan to maintain dev docs • Set up guides • Review tooling and add info • Add search functionality	Troy

3.3 We will work in a healthy environment where people feel heard, supported, included and valued.

Initiative	Goal	Deliverables	Lead
In person get togethers	Get together as a team for various reasons.	• Meet in person once a month to review this plan • Have a yearly birthday party to celebrate everyone • In person events to celebrate	MK

Implement project leads	Dedicate a project lead to each project.	• Project leads to define users stories within milestones of each project. • Project leads to provide guidance to the supporting person • Project leads to provide monthly project updates	MK
Participate in Carleton events	Aware of and participate in Carleton events.	• Communicate when events are upcoming (Healthy workplace, planning, IT events, etc)	Char