Project Charter

PROJECT DEFINITION

Purpose

Goals

Indicators of Success

The University and the Department of Department Science are fictitious
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Strategy: Develop content that can be reused by other sites

Tactics:

Strategy: Create a conversation with site visitors

Tactics:

Create an effective information architecture

Tactics:

Support best practices and university standards

Tactics:

GOVERNANCE

Role	Description	Name(s)
Project Sponsor	Responsible for initiating the website development process, approving the overall direction, and determining whether project goals are met. The sponsor also allocates resources (human and otherwise) to support the project.	
Stakeholder Group	Responsible for setting strategic direction. It represents the different individuals and organizations that will be impacted by the website—whose work and responsibilities at the University are affected by how the website performs. The stakeholder group helps set direction for the website during the development phase and can be called upon to review the progress of the project at determined checkpoints if desired.	
Project Lead	Responsible for representing the stakeholders, coordinating efforts of the working group, and will assume responsibility for the website after launch. The project lead is accountable to the sponsor and the stakeholder group.	
Working Group	Responsible for implementation. It includes the individuals within the organization who have the knowledge and resources to build the site.	
Content Group	Responsible for generating the content for the site. In some cases, content creation may be the responsibility of one individual within the organization. Or, several individuals within an organization may be responsible for different areas of the site, with each person creating the content that is most related to his or her organizational affiliation. Content includes not just text, but also any images and multimedia.	
Website Editor	Responsible for updating site content on an ongoing basis after launch.	

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