



DT: December 14, 2022

TO: John Jay Community Members

FM: Kira Poplowski, Chief Communications Officer

RE: New Website Project Update, Designs & Content Review

We're pleased to share some updates on the new website project:

1. The project continues to track to goal; all five project indicators [overall status, risk, budget, schedule and scope] are green. [See the [dashboard](#) for details.]
2. The design of the new website offers multiple opportunities for us to tell our story more cohesively, and reinforces our branding and identity in a modern, approachable way. It balances text and image, and the templates are adaptable and easy for content owners to edit. [Training for content publishers/editors will begin early 2023.]
Samples of the new website templates [with placeholder text and images] [can be viewed here](#). Some will be used for more than one section of the site. These are identified with "+".
3. Members of the [project team](#) are meeting with [project liaisons](#) to discuss content review/development, timelines and deadlines. The liaisons will follow-up with content owners across campus with information on next steps, which include:
 - >Reviewing current website content that's been migrated into the new templates.
 - >Assessing which content needs to be adapted, deleted or created [[see content guidelines](#)].
 - >Discussing content update/creation [workflow](#) and [deadlines](#).The project team will provide support for content review and new content creation.
4. Content review will begin in January for all sections of the site. Deadlines for content are staggered in three phases to make the project more manageable:
 - February 2023–Phase 1 [homepage, admissions, advancement, about us, news and events]
 - May 2023–Phase 2 [academic affairs and student affairs]
 - July 2023–Phase 3 [administrative sections like human resources, business services, facilities, etc.]

Detailed timelines for each phase will be developed in collaboration with project liaisons and shared [on the project page](#).

We will continue to share project updates periodically via email and regularly via the [project page](#). Please call or [email](#) me with your questions.

Thank you,
Kira Poplowski
Chief Communications Officer