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 Current technology is outdated and the online presence does not adequately meet the needs of Commerce's individual audiences   2.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

- 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