

VISIBILITY COMMITTEE

EXCO UPDATE

Dr Sea Rotmann, Visibility Committee Chair

ExCo meeting, Graz Austria, October 16, 2014

Issues to Discuss:

- ExCo to suggest topic for Theme Chapter of AR
- Website hits update (GA only 6347 sessions in 6m for >3mins; over 1m hits but meaningless)
- New website update
- Decide on new logo/branding
- Spotlight newsletter format (shorter articles? more links?)
- Brochure (any comments?)
- Task Flyers (Task 17 and 22 need to be updated; Tasks 20, 21 and 23 have final outcome flyers)
- Social Media (facebook 125; linkedin 37; twitter 218)
- Youtube channel - what to upload (Task 24 - ...)

Background

At the ExCo meeting in Wellington, a Tender for a new DSM IA Website Design and Branding was approved. In June 2014 the Tender was passed around to Executive Committee members for information and comments and on June 13 the Tender was sent out to 6 companies. The companies were:

1. Björkman & Mitchell Design
 Sweden

2. WeberWeb, Australia

3. Multitask ICT, the Netherlands

4. WispGroup, Poland 5. Solstice, United Kingdom

6. TamTam, the Netherlands

The evaluation committee: Rob Kool, Sea Rotmann, and Hans De Keulenaer met on 7 August, 2014, during a conference call to choose WeberWeb, based on their experience, earlier output and price. A Ballot was sent around for Executive Committee approval of the expenditure of USD 44,263 from the Common Fund.

Current work (Update from WeberWeb):

- **Pre-production** including: building a site-map and list of all the page styles and content-types required, sketching out wire-frames of potential layouts for each content-type, working out options to streamline navigation and tidy up the menus to make things easier to find and more logical for new users.
- As soon as ExCo has approved the **branding** then it and the wireframes will be used to design the **final look & feel** for the site.
- Then the **individual layouts** will be built as web pages with placeholder content and the backend developer (Shawn Gray) for the **development phase**. WeberWeb has organised a **testing server running WordPress** which is now configured and ready to go as soon as needed.

No major delays foreseen although contracting and planning took



(full-colour)



(limited palette for smaller sizes)



(greyscale)



ieadsm
energy efficiency

(full-colour)





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(flat colour for smaller sizes)



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