Board of Governor's Meeting
IT Society
ITW, Porto
May 4, 2008

ONLINE EDITOR'S REPORT

Website Development

During its September 2007 meeting at Allerton, the BoG approved up to $60K to initiate development of a new website based upon a content management system (CMS). The general approach is to pursue multiple phases as outlined in the Committee's Allerton 2007 report to the BoG.

Steady progress has been made, through slower than we initially hoped. Some of this progress has been reported to the Officers at their ITA 2008 meeting, but is included here for the BoG. In particular:

- The Committee identified a CMS platform and select developers for the planning and initial development phases. Through email vote, the Committee selected the Plone CMS (http://www.plone.org) and Enfold Systems (http://www.enfoldsystems.com/), respectively. At that time, the two main developers considered were Enfold and SixFeetUp (http://www.sixfeetup.com/).

- A great deal of discussion has focused on establishing the modes of interaction between developers and appropriate members of the IT Society. Developers generally prefer to have a single, designated point of contact, but to allow "subject matter experts" to provide feedback on the graphic design, site layout and functionality, and so forth at appropriate times. The Committee believes the right strategy from the IT Society's side is for 1-2 very involved people to drive things and serve as points of contact for the developer, but periodically provide to the Committee, Officers, and other interested Members as appropriate both updates and opportunities to provide feedback on the state of the project. It will be critical for others aside from those heavily involved to weigh in at appropriate times so that IT Society will be happy with the final result. As Online Editor and Chair of the Online Committee, Laneman has been serving as main point of contact and coordinator on the project, devoting an afternoon per week to allow for regular phone calls with developers and others as necessary.

- From late December 2007 to late March 2008, we spent several months getting the first contract in place between IEEE and Enfold, trying to find an effective mode of interacting, and doing some initial planning. However, it was decided that we were not making adequate progress toward our objectives, and the contract was terminated at no cost to the Society.

- Since late March 2008, we have engaged SixFeetUp and established a "discovery" phase contract of up to $3K (attached). The goal of this phase has been to exchange information and lay the groundwork for later design and development phases. The discovery phase is complete, and has produced the following deliverables:
    - Site map (attached)
    - Draft content types and their interactions (attached)
    - Draft page "wireframes", i.e., mock-ups of pages to evaluate content, navigation, and usability -- not graphic design. These mock-ups are available at http://extranet.sixfeetup.com/IEEE/wireframes-05022008/, and fields highlighted in pink can be clicked to explore further.
- With the discovery phase complete, SixFeetUp will incorporate our feedback on the current set of deliverables and develop a quote for design and development work. Our plan is to vet the bid through the Online Committee and Officers before moving forward. The following items will not be addressed in the first design and development phase, but may be addressed in later phases:
    - Support for LaTeX, e.g., in commenting on papers
    - Support for BibTex or full citation information (already available on the IEEE site)
    - Integration with IEEE Explore beyond linking to it

School of Information Theory Website

The organizers (primarily Aylin Yener and Gerhard Kramer) of the First Annual School on Information Theory are using the Plone CMS for their website (http://school.itsoc.org/). Aside from the initial setup and creation of a student application form, all of the content on the site has been created by the organizers. The overall response has been very positive.

The Committee hopes to use the event's website as a proving grounds for the evolving web technologies, allowing in situ thinking about conference management issues. This event also represents an ideal opportunity to involve more students and other members in the web efforts of the Society.

Miscellaneous

We have been contacted by a web advertising firm who would like to place targeted ads on our website and pay us a fee. The Committee feels that there are more subtle ways of creating an additional revenue stream using the website, e.g., Google AdSense and Amazon Affiliates program. The Committee will further investigate these issues to see if in fact such things can be done tastefully, and if the resulting revenue stream would be worth the effort.

Planning & Discovery Proposal for IEEE Information Theory Society

April 4, 2008

Ref.: IEEE001

Six Feet Up, Inc.
Intratech Park
12 South Main St
Fortville, IN 46040
Main: +1 (317) 861-5948

Planning & Discovery Proposal for IEEE Information Theory Society

DATE: April 4, 2008

CLIENT: **J. Nicolas Laneman**
IEEE Information Theory Society

EXECUTIVE SUMMARY: IEEE (Client) is seeking assistance with the migration of their Information Theory Society website to the Plone 3 Content Management System.

Six Feet Up is offering to go through an initial Planning and Discovery phase to create blueprints and lay a foundation on which to build the project.

PROJECT OUTLINE: During the Planning and Discovery phase, Six Feet Up will fully explore all the relevant factors that could improve the Client's project results. Depending on the nature of the project Six Feet Up may review any or all of the following:

- Existing web sites and other marketing efforts
- Current branding guidelines and corporate communications policies
- Intended client and/or user demographics and sample profiles
- Desired functionalities, tools and features
- Budget range
- Required launch dates
- Technology platform or delivery requirements
- Web site hosting needs

In most cases the Planning and Discovery Phase will be executed via a series of interviews (either by phone or in person). The result is a solid research center to support the next step: Project Planning.

The deliverables of the Planning and Discovery phase are:

- Project Site Map
  The "Site Map" describes how the assets, or contents, of the site are organized. We will be concerned with issues of way finding, ease of user navigation to relevant content in the site, and an efficient use of "real estate". The Site Map will allow Six Feet Up to develop the optimal plan for organizing and crafting the content of the site to best serve the client's user audiences.

- Online dynamic wireframes
  Wireframes are simple schematic drawings that show the layout and placement of elements on a Web page before any colors, graphics, or actual content is placed on the page. Wireframes allow us to evaluate the organization of the page design and the site's navigational structure before the look and feel is applied.

- Wiki-based specifications

- Detailed budget estimates

ESTIMATED TIMELINE: The project is estimated to take between 1 and 3 weeks depending on the project start date and the responsiveness of the Client.

FEES: This proposal is a time and materials agreement including up to 30 hours, with the hourly rate for consulting services established at $95.

TERMS: Payment is due 10 calendar days after Six Feet Up's submission of monthly timesheet.

ACCEPTANCE: Six Feet Up will retain the right to publish or show any work completed in this project for portfolio promotion.

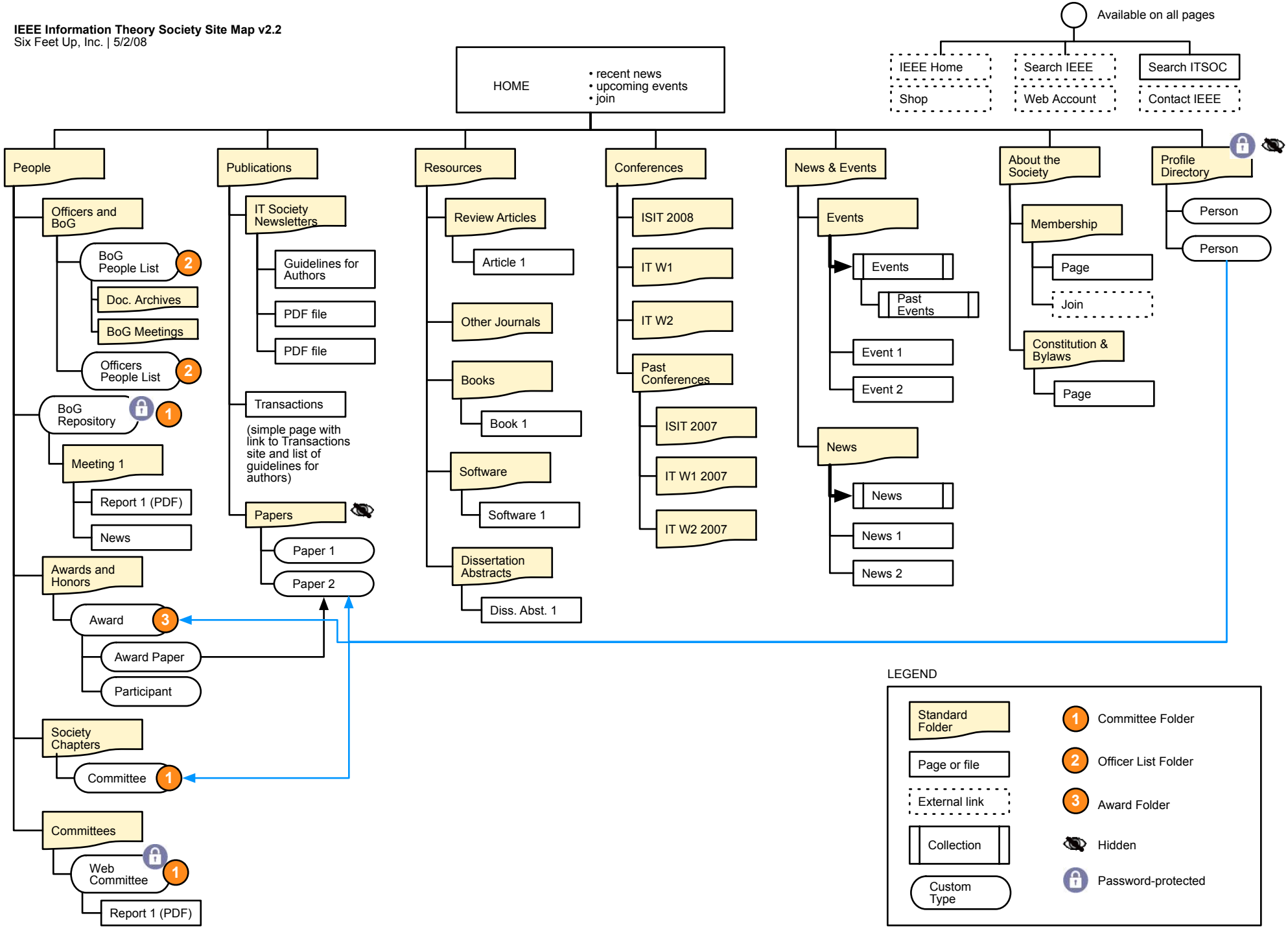
The information provided in this estimate is valid until 4/11/08.

Your signature below indicates acceptance of this proposal and its terms.

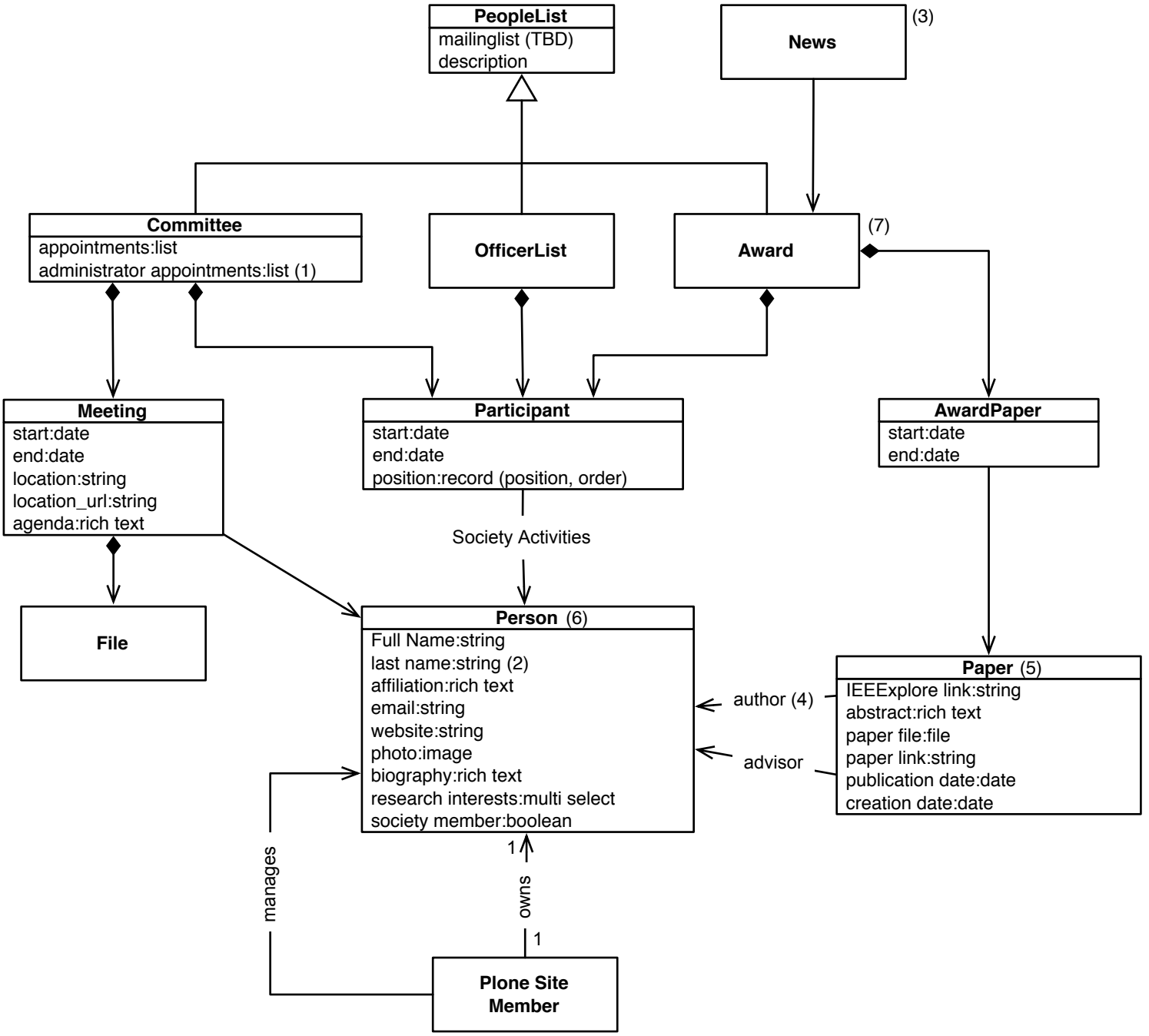
Six Feet Up, Inc.	Client
By: Gabrielle Hendryx-Parker	By:_____
Its: President	Its:_____
Date: April 4, 2008	Date:_____

Please sign and fax to:
Six Feet Up, Inc.
Gabrielle Hendryx-Parker
(775) 295-6925

IEEE Information Theory Society Site Map v2.2
Six Feet Up, Inc. | 5/2/08



IEEE IT Society Website Architecture Diagram v4.0
Six Feet Up, Inc. - 5/2/08



(1) Administrator appointments are a list of the positions that are considered the managers of this item such as Chairperson. All other active Participants are considered just "Contributors".

(2) last name is for sorting

(3) Manually added News Item with optional manually added Related Item link

(4) All authors must be 'Person' objects in the system

(5) The 'Paper' object will be used for published papers, review articles and dissertation abstracts

(6) The 'Person' object will be used for officers, committee members, authors, students and advisors.

(7) Currently the award for chapter of the year will be a kupu page. Down the road this can be managed with an 'Award' object.