Web Sites For Advocacy and Community Organizing: Basics, Essentials, and Best Practices

Web Development Process

These training materials have been prepared by Aspiration in partnership with Radical Designs

Funded by the Community Technology Foundation of California

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Learning Goals

► Define phases of web development process
► Consider web development as organizational development
► Enumerate web development stakeholders
► Understand different site publishing models
  ▪ “static” versus “dynamic” sites
► “Drill down” on graphic design process
Web Development Process

Process Phases

- Discovery
  - Site goals and audiences, requirements
  - Information architecture
- Requests for Proposals (RFP) and bidding
- Technology and vendor selection
- Graphic Design
- Content Development
- Integration, testing and launch
Website development is organizational development in two directions

- **Outbound**
  - Who you are messaging to?
  - What messages do you want them to hear?
  - Your web site is the one place for all facets of your organization to co-exist coherently

- **Inbound**
  - Who has responsibility and control over design and publishing your web content?
Web Development Process

Who is involved?

- Designers
- Writers
- Web developers
- Integrators/Project Managers
- Strategist
- Information Architecture Designer
- Executive staff
Web Site Delivery Technology

Static Web Sites

- HTML pages are managed offline, served “as is”
- Dreamweaver Templates
- FTP from client to server
- No database on server
- Simplest form of “brochureware”
Web Site Delivery Technology

Content Management Systems (CMS)

- Database-driven
  - Pages are created on the fly
- Feature set:
  - Templating
  - WYSIWYG online editing
  - Publishing workflow
  - Versioning
  - Permissions
Open Source vs Proprietary Solutions
- Know the difference, tradeoffs
- Open Source platforms can be insurance policy

A few Open Source CMS we like
- Drupal: www.drupal.org
- Joomla: www.joomla.org
- Plone: www.plone.org
- Wordpress: www.wordpress.com
In-Depth: Graphic Design Process

► Graphic design conveys organizational identity
  ▪ Choosing designs that resonate is critical

► Most web sites need two templates
  ▪ Home page
  ▪ Second-level page templates

► There are well-defined processes for getting templates designed
In-Depth: Graphic Design Process

- Graphic design process steps
  - Create “wireframes”
    - Wireframes are sketches of your page layout
    - Based on information architecture
  - Choose color palette to reflect organizational identity
  - Select graphics that convey goals and personality of organization
  - Generate templates from final design
In-Depth: Graphic Design Process

Design process example

- Utility Reform Network redesigned their site
- Multiple wireframes
  - Combined best elements from each
- Applied multiple palette treatments
  - Merged best color features
- Finalized front page layout and graphics
- Created secondary page based on front page
TURN DEMANDS MILLIONS IN REFUND FOR EDISON CUSTOMERS

TURN is demanding $118 million in refunds for customers of Southern California Edison, approximately $23 for each customer. TURN called on the California Public Utilities Commission (CPUC) to order the refunds yesterday, in the wake of revelations of fraud and manipulation by southern California’s largest electric company. Edison collected $48 million in profits for its alleged superior customer service in 1997-2003 but has now admitted that its performance incentive mechanism numbers were pumped up with false data.

Edison offered to return a mere $14.4 million of the $48 million it collected. “This would be peanuts to pay for years of lying and cheating,” said TURN’s Executive Director Bob Finkelstein. “Edison should pay back the $48 million plus another $70 million, the amount it could have been penalized under the incentive mechanism.” At a minimum, Finkelstein said, Edison should refund no less than $62 million based on a recalculation of performance results reflecting accurate data instead of the utility’s fictitious figures.

- Schilberg Testimony (pdf file)
- TURN ED Robert Finkelstein Testimony (pdf file)

A TURN ACTION ALERT

Take Action for Phone Customer Protection

TURN and other concerned organizations across the state are waging a campaign to protect telephone customer rights. TURN has shifted our campaign into high gear in order to stop the Uniform Regulatory Framework (URF), which would destroy vital rules that protect rural, low-income, senior and other phone customers from price discrimination and gouging. URF is scheduled for a vote at the California Public Utilities Commission (CPUC) on Thursday, August 24 at 10 am. We hope that you will engage in the important actions below to pressure the CPUC to reject URF once and for all.

TAKE ACTION!

1. Sign onto the “Letter for Phone Customer Protection” to demand that the California Public Utilities Commission (CPUC) reject the Uniform Regulatory Framework (URF), which would destroy vital rules that protect rural, low-income, senior and other phone customers from price discrimination and gouging.

- AT&T, Play Fair or Don’t Play at All! Click here to stop AT&T from taking advantage of vulnerable phone customers.
- Customer Protection, Not Price Discrimination! Click here to take action to protect affordable rates for basic phone service.
Take Action!

PG&E, Don't Stick it to Me!

What's New...

Headline Number One Goes Here
consectetuer adipiscing elit. Vivamus pharetra cursus lectus. Vivamus pharetra cursus. Read More...

Headline Number Two Goes Here
consectetuer adipiscing elit. Vivamus pharetra cursus lectus. Vivamus pharetra cursus. Read More...
Take Action!
Customer Protection, Not Price Discrimination Petition

Vital rules that protect rural, low-income and senior California phone customers are under attack. Take action to protect phone customer rights! Read More

What's New...
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blah blah Read More

EDISON COULD PAY $118 MILLION TO CUSTOMERS
Thursday, Sept. 14, San Francisco — TURN is demanding $118 million in refunds for customers of Southern California Edison, approximately $23 for each customer. TURN called on the California Public ... Read More

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Pretend that all the text below and to the side refers to Energy, not

By Lenny Goldberg
Legislative Representative
The Utility Reform Network (TURN)
(first published in CalifornialProgressReport.com)

July 6, 2006 -- Is it possible that the legislature can be unanimous, bi-partisan and absolutely wrong? For starters, check out electricity de-regulation in 1996: it passed the legislature with unanimous votes, and after a few years turned into the largest human-made (as opposed to natural) disaster that the state has ever seen.

The current unanimous support for Speaker Nunezi video franchising legislation (AB 2987) won't cause the same disaster. After all, electricity is a very touchy product, used in virtually everything, required to be in balance at all times, and with no substitutes. Cable TV is just a means of entertainment, and allowing telephone companies into the video market while removing local regulation over the cable industry surely will not be society-disrupting.

More...
End Of Section

► Questions?
► Comments?

Thank You!

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