

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

Web Development Process

- ▶ Website development is organizational development in two directions
 - Outbound
 - Who you are messaging to?
 - What messages do you want them want 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

Web Site Delivery Technology

- ▶ 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



THE UTILITY REFORM NETWORK

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TURN IN THE NEWS

- [Phone Company Could Become Cable Provider **NEW!**](#)
- [State Regulators Lift Caps on Phone Rates](#)
- [Phone Price Controls Lifted](#)
- [Outages identify PG&E Limits After 1.2 Million Lost Power](#)
- [Not Everyone Sold on SmartMeters](#)
- [Selling Power by the Hour](#)
- [Small Phone Consumers in CA Will Pay for Video Dreams of Telcos](#)
- [AT&T Video plan may not benefit consumers](#)
- [Some customers sever ties with phone providers](#)
- [Consumer Complaints Pile Up at CPUC](#)
- [CPUC Decision on Broadband over Powerlines a "Corporate Giveaway."](#)
- [CPUC GUTS CONSUMER BILL OF RIGHTS](#)
- [newswire archives](#)

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

Watch Out for Rising Phone Rates!

The CPUC just deregulated basic phone service throughout California. Many phone customers may see their rates rise immediately. If you find that your rates have gone up, tell us about it by [clicking here](#). The information that you provide will help us to challenge unfair rate hikes!

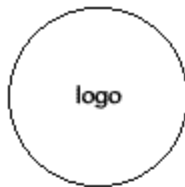
[Shopping for cell phone service: Download all you need to know!](#) (MS Word document)



[Sign onto the Letter for Phone Customer Protection](#) to demand that the CPUC protect essential rights and protections for California phone customers.

[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.



TURN affordable utility rates, livable communities

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PG&E wants to raise rates and cut customer service. [Learn more...](#)

Telecommunications

Consumers Unite to Save the Bill of Rights. Vote is on January 26. [Learn more...](#)

Green Matters

TURN works to reduce greenhouse emissions in California. [Learn more...](#)

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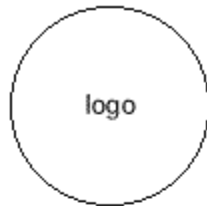


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Vital rules that protect rural, low-income and senior California phone customers are under attack. Take action to protect phone customer rights! [Read More](#)

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EDISON COULD PAY \$118 MILLION TO CUSTOMERS

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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 [CaliforniaProgressReport.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 Nunez' 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. [Read More...](#)

SAVE THE INTERNET

Contact Congress Right Now!

Consumers Unite to Demand Net Neutrality

Telecom giants A&T and Verizon are ravenous. Not content with swallowing up Baby Bells and long distance and wireless companies, and cable they are greedily eating the Internet

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Stop AT&T from taking advantage of vulnerable phone customers.

[Customer Protection, Not Price Discrimination!](#)

Take action to protect affordable rates for basic phone service.

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[AT&T Video Plan May not Benefit Consumers](#)

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- ▶ Questions?
- ▶ Comments?

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